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SEPTEMBER 10th, 1954

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Furnishing World

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THE WEEKLY JOURNAL OF THE FURNITURE & FURNISHING TRADES

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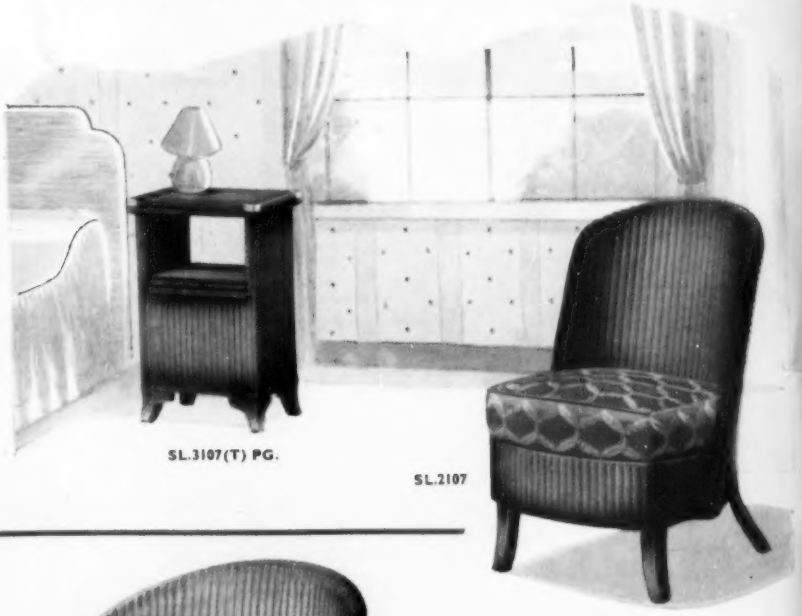

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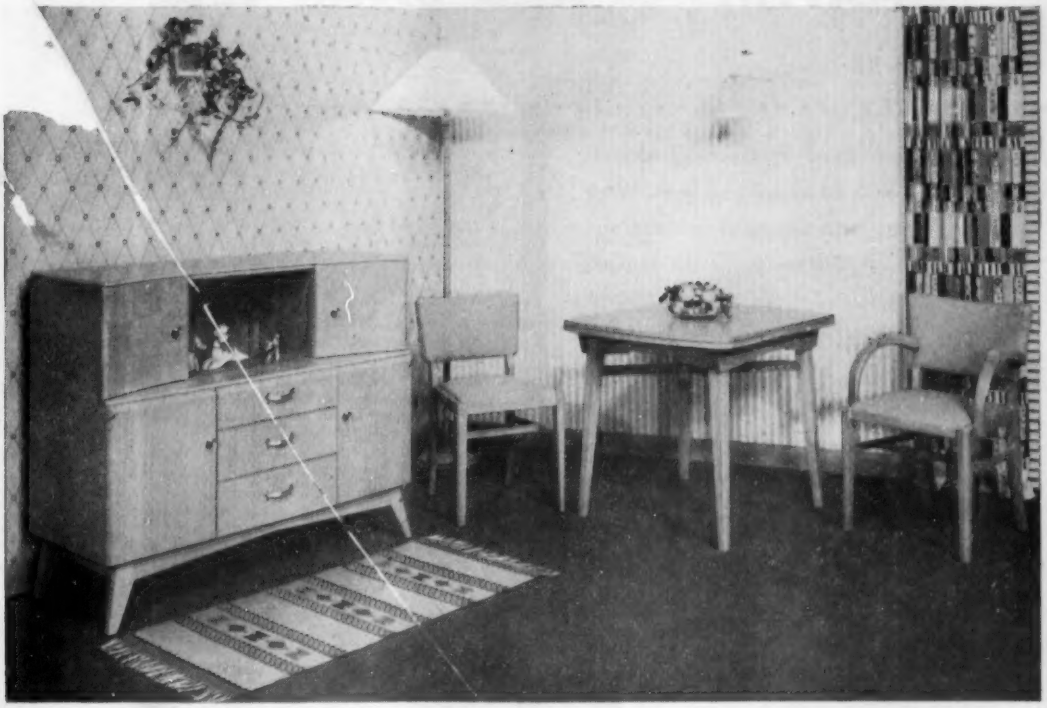

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CHECK YOUR STOCKS NOW!

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Every customer for a Slumberland mattress is a ready-made customer for a Slumberland base. There are four — the Firm Edge Base, the Spring Edge Base, Firm Edge Divan, and the Flexible Edge Divan. Any one adds tremendous comfort and many years on to the life of the mattress. There is a choice of legs for Divans.

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No more icy-cold sheets. No desperate searching for warmth on a freezing night. Slumberland Heated Mattresses are the safe answer to a long-felt want — and a specially wonderful comfort for sufferers from rheumatism. Warmth is controlled by a 5-position bedside switch with three degrees of warmth — low, medium, high. Maximum possible is 50° F. above normal room temperature. The switch has raised markings for use in the dark. Completely safe — the element is securely inside the mattress and cannot be 'got at' by the sleeper.

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There's a lifetime of better sleep in a Slumberland. Look for the Slumberland label — it's your guarantee.

PURPLE SEAL DIVAN SET complete as illustrated with Purple Seal Mattress (specially treated cotton felt cushioning, pre-formed borders, damask ticking). Firm Edge Divan and oak-faced headboard from 3′ 0″ size £18.5.0. (Retail). Also **WHITE SEAL DIVAN SET** from 3′0″ size £19.16.0. (Retail).

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AMBER SEAL HEATED MATTRESS with 'Ortho-flex' springing. 4′ 6″ size £26.5.0. 3′ 0″ size £19.9.0.
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AMBER SEAL DIVAN SET complete as illustrated, 3′ 0″ size £30.15.0. (Retail). Amber Seal Mattress with 'Ortho-flex' springs, curled hair, special cotton felt cushioning, damask ticking, plus Flexible Edge Divan and oak-faced 'M' type headboard.

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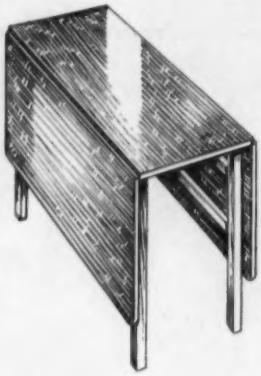

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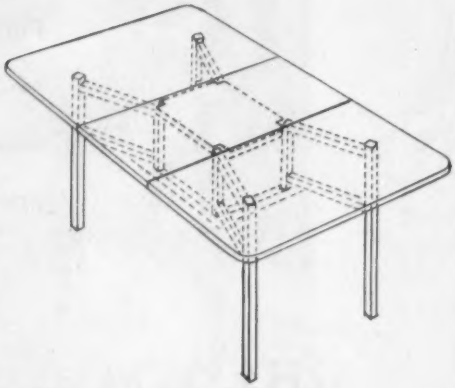

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Divans are gaining ground. When young people think about furnishing a home it's divans they ask to see. Exactly the sort of gaily contemporary divan Myer's have helped to make fashionable. How did it all start? How did Myer's manage to find out what people want before they wanted it?

Divans with a Mission. Myer's believe that their mission in life is to make divans and beds that really express the spirit of the age they live in. That are light to move, sturdily built, and designed to sell at prices ordinary people can afford to pay. They knew that when the new generation started to think about buying beds they would buy divans instead. They made it their business to design the sort of divans they would want.

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And the wonderful thing is that while the complete Myer's range is as rich and varied as a symphony orchestra you can be sure of having what most people want by stocking these two models.

THE DINKUM 1 ZZ: 'best-bedroom comfort' at a 'sparebed' price. Made in single and double sizes—retail prices start at £4.8.3. Specially recommended for the Dinkum: Myer's Double Three mattress costing £7.7.0. (3').

THE VOGUE 55 DIVAN: Luxurious yet surprisingly moderate in price. In single and double sizes with various designs of headboard. The 3' size shown here with No. 30 headboard retails at £17.10.0 complete.

GUARANTEE

Myer's have been making beds since 1876. They repair (or replace free of charge) any article bearing their name that proves unsatisfactory through defective material or workmanship.

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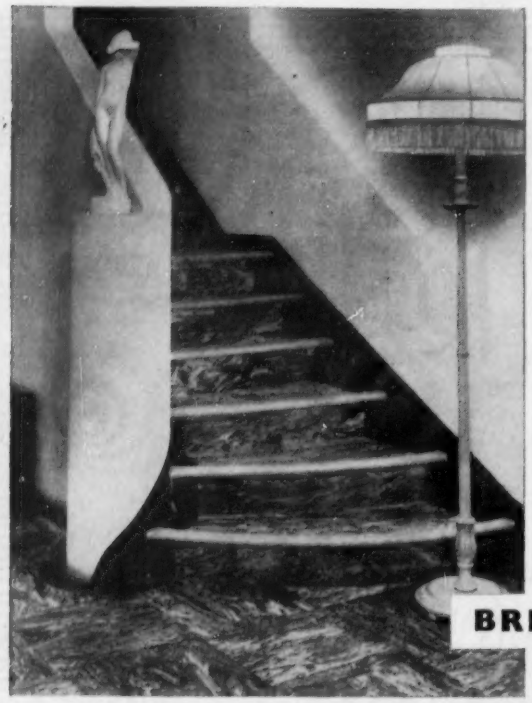

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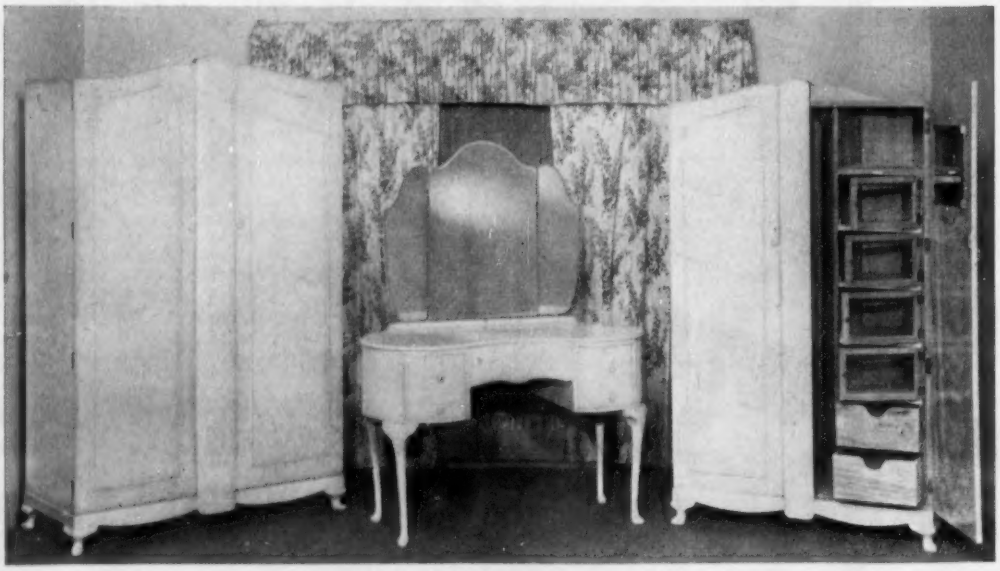

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Washable, crack-proof, scratch-proof and flame-resisting — no wonder Fleurette upholstery, made with Geon PVC*, is a popular choice for dining-room chairs like these! For Geon PVC imparts its inherent toughness and durability wherever it is used—in leathercloth for upholstery and panelling, printed curtaining or floorcovering — and products made with this plastics raw material have unlimited colour and design range. Please write for addresses of manufacturers who can supply you.

** Geon PVC materials are polyvinyl chloride plastics. Write for descriptive Booklet No. 59, free on request.*

The "Talent" suite and chairs illustrated are made by F. H. Marshall & Co. Ltd., and upholstered in Fleurette leather-cloth, made with Geon PVC by Arlington Plastics Development Ltd.

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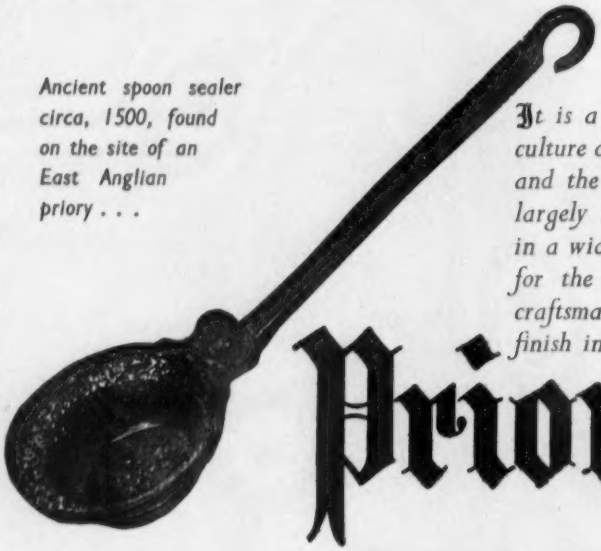

Ancient spoon sealer circa, 1500, found on the site of an East Anglian priory . . .

It is a far cry from medieval times when culture centred round the abbeys of England and the secrets of fine craftsmanship were largely in monastic hands . . . But to-day in a wider sense the name **Priory** *stands for the same proud tradition of skilled craftsmanship, high quality and exquisite finish in Reproduction Furniture . . .*

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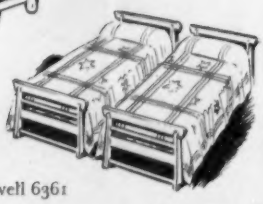

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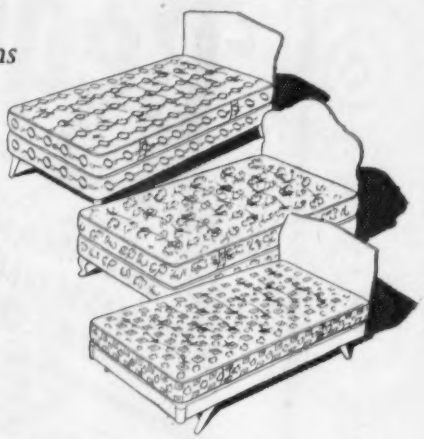
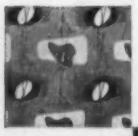
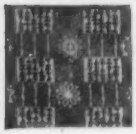


The new Vono range is certain to please even your most fastidious customers. They can easily match their own individual bedroom furnishings from the large selection of elegant headboards. And whether they prefer traditional styling or the contemporary trend, they'll find the best of both in the magnificent Vono range.

WHAT MAKES VONO BEDS





Marvellous coverings

We all know what an important part the covering material plays in making a sale. The coverings of Vono Beds are designed to *sell*. There are new, gay contemporary prints in brilliant eye-catching hues, and rich, colourful fabrics in well-tried traditional patterns, too. And they're about the most hard-wearing fabrics you'll find anywhere.

Good honest workmanship

Your customers are quick to recognise good workmanship when they see it. So they'll appreciate the quality of Vono beds—made from the finest materials, to standards of craftsmanship established over half a century. When you show Vono beds to your customers, you can be sure that you're offering them the best their money can buy. Especially as the prices are so very reasonable!

It's hard to say which features make Vono beds such good sellers. Some of your customers will be captivated by the gay coverings and handsome head-board designs. Others will be impressed by the more prosaic features that underline fine craftsmanship and the use of the best materials. People on a budget (and who isn't these days!) like the wonderful value that Vono beds represent.

The Conway. Contemporary design bed with popular "Tilt-Back" Headboard and deep base and mattress. In 2' 6" and 3' sizes, with a variety of fashionable contemporary coverings.

SO POPULAR?

With 50 years manufacturing experience behind them, Vono beds are built to please *everyone*. Of course, there's one feature that clinches the sale every time. It's the superlative comfort for which Vono beds have always been unsurpassed.
You should find out more about the range of luxurious Vono beds right away.

The Dover. Luxuriously deep spring base with castors. Headboards of traditional design in medium oak finish. Available with inner-spring or Vonofoam mattress. Sizes: 2' 6", 3' 0", 3' 6", 4' 0", 4' 6" & 5' 0".

SPECIAL INFORMATION FOR RETAILERS

IT PAYS TO DISPLAY

Retailers who've been using Vono display material tell us that these new, colourful displays have brought a big boost in customer-interest and resulting sales. If you're not displaying Vono beds, you're missing an important share of this business. Ask your Vono representative about Vono displays next time he calls.

WELCOME VISITORS

Next time you're in the West End of London, drop in and see us at the new Vono showroom. You'll see the entire range of Vono beds there, and you'll be able to pick up some useful tips on the best way to display them. The address is 71 Grosvenor Street, W.1. There are Vono showrooms also at Tipton, Manchester, Leeds and Glasgow.

Best of all for luxurious comfort!

VONO BEDS *designed for your lifelong comfort*

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27th to 30th SEPT.	**LEEDS**	THE PRIESTLEY HALL SCHOOLROOM CITY SQUARE MR. T. SMITH IN ATTENDANCE
13th to 16th SEPT.	**LINCOLN**	THE GRAND HOTEL MR. S. STONE IN ATTENDANCE
13th to 17th SEPT.	**MANCHESTER**	THE NEW MILLGATE HOTEL LONG MILLGATE MR. P. TWEEDALE IN ATTENDANCE
20th to 23rd SEPT.	**NEWCASTLE**	THE IMPERIAL HOTEL JESMOND ROAD MR. T. SMITH IN ATTENDANCE
27th SEPT.-1st OCT.	**SOUTHSEA**	THE ROYAL BEACH HOTEL MR. H. PEACE IN ATTENDANCE

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LADYBRIDGE CABINET WORKS LTD
at the
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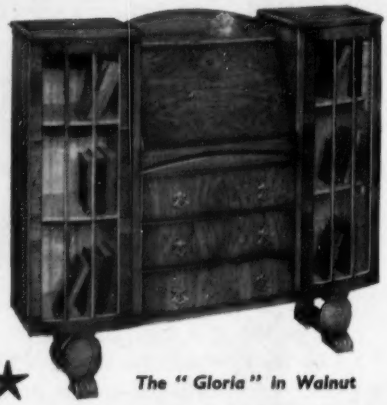

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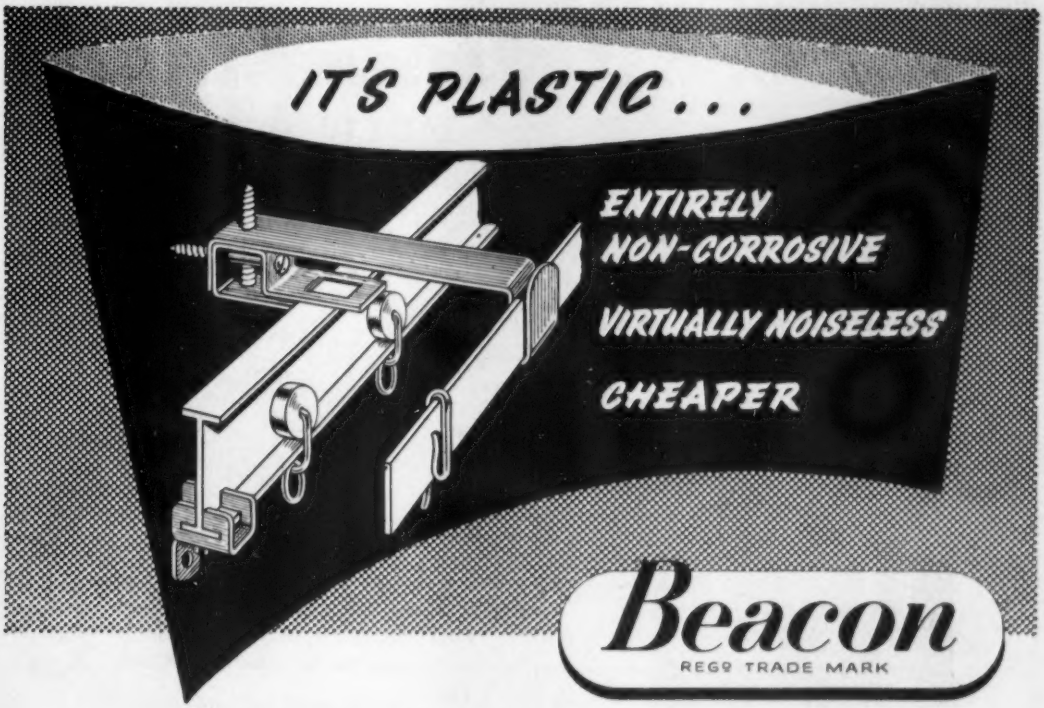

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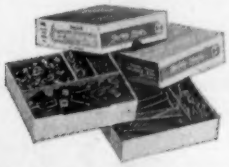

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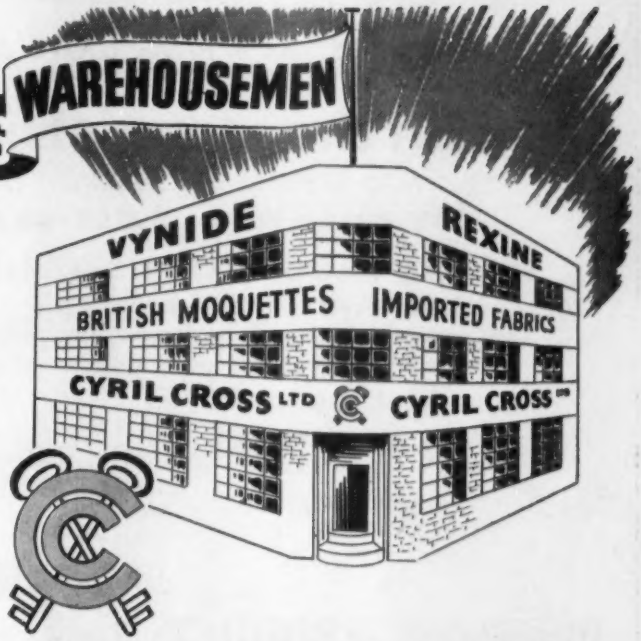

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Tell the customer what **LINOVENT** does for her extra comfort even in a *modern* house; tell her that in an *old* house with uneven floors and, perhaps damp, **LINOVENT** is *essential.*

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FROM OUR NEW RANGE.

The "DUCHESS" KITCHEN CABINET

2' 9" wide. 6' high.

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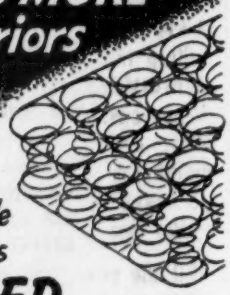

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ALL APEX MATTRESSES ARE FULLY GUARANTEED FOR FIVE YEARS

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'ILLMOND' Needleloom Carpeting has a record of years of service in many parts of the world. More than 5,000,000 yds. having been sold.

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'ILLMOND' Needleloom Carpeting is the name of THE ORIGINAL Rubber-backed NEEDLELOOM FLOORCOVERING.

Now available in 29 Popular Shades of the following Qualities:—

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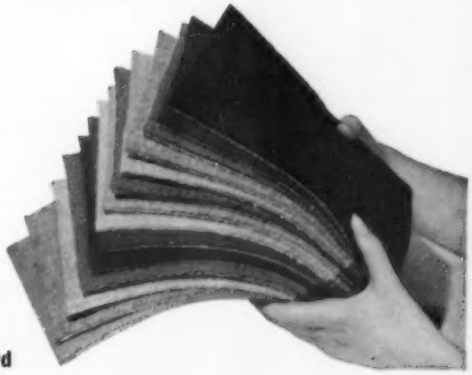

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CURTAIN FITTED TO EXPANDING WIRE

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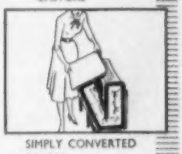

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Inexpensive bed converts into table or dressing table

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1. CUT CLERICAL COSTS?
2. INCREASE OUTPUT?

Here is a New Method which will help you . . .

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If you deal in goods you have to buy them, keep stock of them, maintain sales ledgers and journals, send out statements. If you *make* products you need production records. If you employ people you have to pay and record wages . . . and so on.

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1. *Furniture*
   Install the new "846" system furniture which gives a scientific arc of movement, so that the tools for the job are handy—without any hiatus in work-rhythm . . . AND have *more* desk area in *less* floor space.
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   Use your (existing or new) records so that they are instantly "findable" and tell you what you want to know *at sight*.
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   Make multicopying *on* visible records easy. For instance, do Statements, Ledgers and Journal with ONE writing. And have the three *together*—in *one place*—so that there is no finding of any one in order to multicopy two or three.

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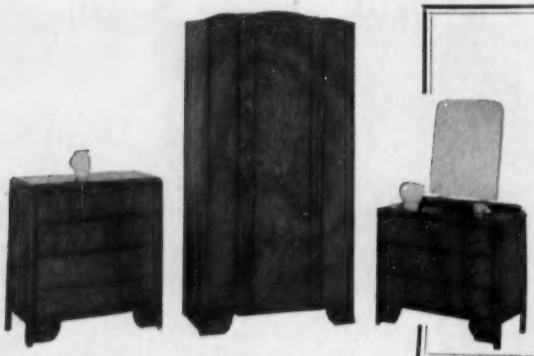

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Bedroom and Dining room Suites
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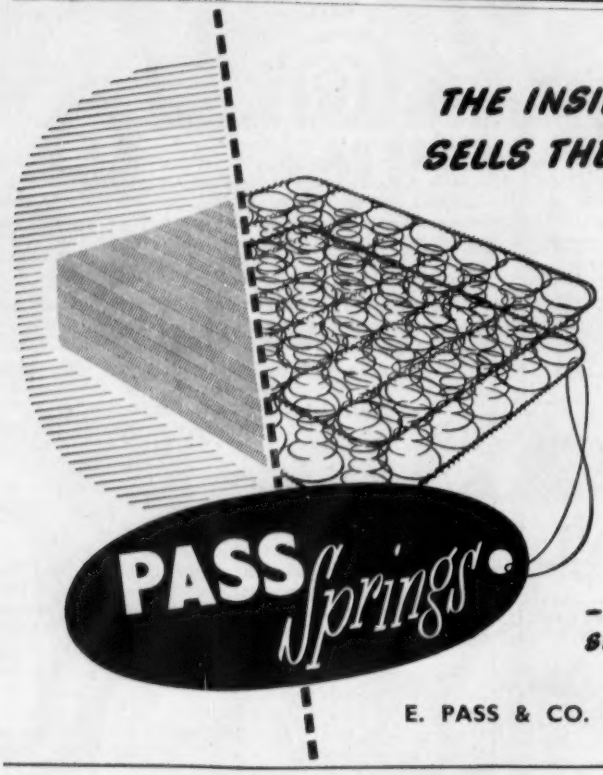

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Easy—overall width, 32″
Seat—front to rear, 22″
Arms—6″ wide
Height—36½″
Settee—overall width, 57½″

Manufactured by

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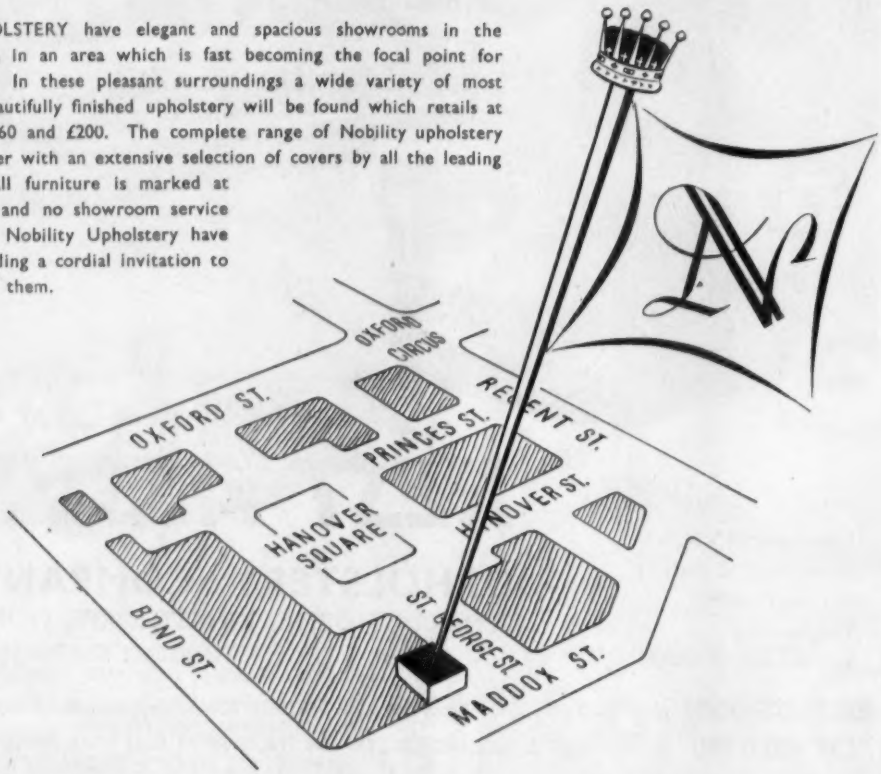

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Merchandise Marks Act Does Not Protect Public

Will Lead To Vaguer Descriptions

"THE Merchandise Marks Act, because it is unrealistic and incomprehensible in many ways, has meant that manufacturers are not at all sure what does or does not constitute misleading description. In the very nature of things this will lead to fewer and more vague descriptions," says the bulletin of Vantona Textiles, Ltd., Manchester.

"A good deal of valuable information to the public will no longer appear. Nor will the public be better protected against unscrupulous traders under the Act. They do not identify their products; their reputation is not in danger if they are prosecuted; they are quite prepared to break the law.

A Very Real Problem

"There is no doubt that the Act presents a very real problem. Representations have been made to the Board of Trade with regard to its defects and a certain amount of progress has been made. But there are certain people only too willing to make political capital out of any opposition to 'consumer protection' of this kind.

"We believe that this is an unsatisfactory Act and one which should be reviewed at once. And we shall continue to educate the public in the kind of goods they can put their trust in."

Condemning the Act as "a thoroughly amateurish affair," the bulletin says: "The Act is vague and incomprehensible in that it does not define 'misleading.' At what point does a term become part of the language despite the fact that it is literally untrue? Windsor Chairs; Bakewell Tarts; Epsom Salts. No one would question their acceptance. But take such a word as eiderdown.

"Every customer knows what an eiderdown is; they have two or three at home; they see them in the shops. But not under the Act. Down from the eider duck is very rarely used nowadays in eiderdowns. So under the Act they no longer exist.

"The danger to the public does not lie in descriptions which are actually misleading; they are few and far between. It lies in the uncertainty and anxiety felt by all the trade as to where the next attempt to make capital will be.

"The natural outcome of this anxiety will be to put as litttle precise descriptive matter as is possible on the product. 'Single-bed' and 'double-bed' which this company and others have been fighting for years will creep back in.

"Information as to size, shrinking qualities, fast dyes and other sales points will be unavailable. The ordinary housewife will not be able to tell one product from another.

"It is becoming clear to most people that arbitrary standards, by whatever method they are laid down, are not the answer. In a free market, with the housewife wishing to pick the best from a variety of goods offering different qualities, rigid specifications and arbitrary Acts of this kind have the opposite effect to that of protecting the consumer."

Need For Consumer Education

"The long-term answer will always be consumer education. Many firms, particularly those who market branded goods, have realised long ago that the more expert a housewife is the better chance there is that she will choose their own product. They have gone out of their way to educate the public through papers, magazines, leaflets, lecture tours and mill visits."

J. H. HUNT RETURNS TO HIGH WYCOMBE

A NEW company is being formed at High Wycombe for the manufacture of three-piece suites and fireside chairs. The company will be known as J. H. Hunt (Upholstery), Ltd., and they will probably begin production later this month.

The managing director is Mr. J. H. Hunt, formerly managing director J. H. Hunt (High Wycombe), Ltd., and that firm's former premises, Jubilee Works, have been taken by the new organisation.

Associated with Mr. Hunt as directors are Mr. J. K. Anderson, Mr. R. Gunson and Mr. J. A. Hawes.

HOWARDS DOUBLE FURNITURE DEPT.

HOWARDS (Newcastle), Ltd., announced this week that they are devoting a whole floor in their new Clayton Street, Newcastle, store to furniture—double the previous accommodation in their old store which was destroyed by fire last Christmas.

"We have a wide range of all types of furniture and there are also sections of the floor devoted to bedding, carpets and TV sets," an official of the firm told *Furnishing World*. "We are planning in the future to have model rooms and gallery exhibitions."

The manager of the furniture department is Mr. Jack Hill, who has been with Howards for two years, before which he was with Brown's, the Newcastle furnishers.

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telephone: archway 1641-2

Productivity Team Probes Source Of U.S. "Drive"

Competition, Cost-Awareness Are The Answers

"MORE than any other factor, competition provides the drive for the more frequent analysis of costs and the application of industrial engineering techniques in the U.S., and the constant effort to achieve the most economic usage of men, materials, machines and money."

That is the opinion of the Industrial Engineering Team, the last of the 67 British Productivity Teams to visit America, expressed in their report published this week ("Industrial Engineering," 5s., post free, British Productivity Council, 21 Tothill Street, London, S.W.1).

Comprehensive Brief

This team was given the most comprehensive brief of all: "To investigate the dynamic and aggressive American approach to improvement of methods of manufacture and to continuous reduction of operating costs." It has not always been clear why managerial techniques, already well known in Britain, are applied so effectively in the U.S. The team tried to find out what was the source of the American drive to cut out waste.

Its members were nominated by the D.S.I.R., the Engineering and Allied Employers' Federation, the T.U.C., the British Institute of Management, the Institute of Cost and Works Accountants, the Institute of Production Engineers and the Ministry of Education, and represented a broad range of knowledge. Their report is unanimous.

Encountering the old bogey of differing interpretation of terms, they define industrial engineering as "the application of basic scientific and engineering knowledge and certain analytical techniques to the methods of operating an organisation in industry and other appropriate fields."

Their report covers the U.S. social and industrial background, industrial policies and the drive for improved methods, preparatory planning, the influence of costing and financial control, tools and fixtures, design, standardisation and quality control, production control, layout and materials handling, maintenance, motion and time study and job evaluation, financial incentives, industrial relations, education and assistance available to small firms.

The Summing-Up

The summary of recommendations covers three and a half pages, and this aspect of the report will be covered fully in our technical pages next week.

To account for the "drive" of American industry, the team found the following factors important: the sharp and urgent competitiveness of the U.S. economy; the ever-present cost-awareness among all ranks in industry and commerce, and the rapid marshalling of cost figures; and the concerted application of modern managerial techniques.

Big New Store For Bournemouth

An artist's impression of the new store which J. E. Beale, Ltd., are building in Bournemouth. (See "Readers' Viewpoint," page 50.)

Death In The Trade

Mr. E. W. Lewiston

Mr. Edward William Lewiston, who founded four furniture stores in Walthamstow, died last week at the age of 87. Born in Bethnal Green, Mr. Lewiston went to Walthamstow just after the first world war and founded a furniture shop at Coppermill Lane. It flourished, and soon afterwards he opened another shop around the corner, in Blackhorse Road.

Before the start of the second war, a third branch had been started, in Leyton High Road opposite the Super Baths, and before he retired in 1946 the fourth, and largest, store was opened in Walthamstow's busy High Street market.

The war forced the closing down of the Leyton and Coppermill Lane shops, but the remaining two have continued. They have been operated since his retirement by two of his five sons, Messrs. Albert and Arthur Lewiston.

* * *

Miss H. M. Lillie

The death has taken place of Miss Hilda May Lillie, a director and secretary of Lillie (Leeds), Ltd., furnishing ironmongers, 35 Albion Street, Leeds, at the age of 62. She had been with the company for 40 years and was appointed a director in 1932.

Co-op. Drive For H.P.

CONSIDERABLY increased furniture sales are expected by the Bristol Co-op., following the lifting of hire purchase restrictions and in view of the low interest rates offered by the society.

Large scale local advertising, announcing no-deposit terms, states that the rate of interest is five per cent per annum, but points out that dividend is paid on all purchases, including H.P. Currently the dividend works out at about four per cent. The advertisements imply that the actual rate of interest is therefore, only one per cent.

It is possible for H.P. customers to obtain a £45 dining set for 9s. 5d. per week over two years. TV is offered on a down payment of 13s. 0d., balance over two years, and radios at 4s. 0d. or less per week. Concern is expressed in some quarters in view of the fact that the smaller privately owned furnishing stores cannot hope to meet hire purchase terms offered at such low interest rates.

The society's furnishing department showed an increase of £5,830 for the quarter ending June 5 this year, a 6 p.c. step-up of sales as against the same quarter ending May 30, 1953.

Birmingham Store Opens 3rd Branch

MR. LEONARD BLOOM, who has a retail furniture shop and factory on Hockley Hill, Birmingham, is to open another branch.

He has taken over two shops in Three Shires Oak Road, Smethwick, and at their last meeting Smethwick Town Council gave Mr. Bloom permission to make alterations.

The dividing wall between the two shops is to be knocked down to make one building and a new glass front and doorway is planned. When work is completed, the premises will have four ground floor showrooms.

The new shop will be modelled on the same modern lines as the main shop in Hockley. Stock will consist of bedroom, dining room, lounge and kitchen furniture.

The alterations are expected to be completed in three weeks' time.

. . . And So Does London Company

Early expansion of their business is being made by W. & A. Beadman, Ltd., furnishers, 245-247 Old Street, London, E.C.1, who will shortly open new branch showrooms at 101-103 Seven Sisters Road, Upper Holloway, N.7.

The new premises were previously occupied by the late furnishing firm of C. H. Merryweather & Son, who had traded on the site for close on 70 years, and afford extensive floor space with a wide arcade style entrance.

Beadman's have other branch stores in High Road, Tottenham, N.17, and High Street, Walthamstow, E.17.

Here To Buy Bedding

Mr. C. Quantril will be visiting London for four days on September 16 to buy bedding and linens for Robert Simpson Co., Ltd., of Toronto. It is expected that Mr. Quantril will also stay in London from September 28 to October 2.

Manufacturers are requested to send letters outlining offers, and so on, in advance of these dates to the firm's London offices.

Communications should be addressed to Mr. C. Quantril, c/o Robert Simpson Co. (London), Ltd., 12 New Burlington Street, W.1.

A new nursery furnishing department has been opened on the ground floor at the 397 High Road, Wembley, Middlesex, branch of William Perring & Co., Ltd., furnishers, 380-384 Harrow Road, Paddington, W.9.

Fabrics Chain Will Have 30 Shops

The Lord Street, Southport, branch of Robinson's (Belfast) Linen Warehouses, Ltd., which has been sold to Ellwoods (Silks), Ltd.

ELLWOODS (Silks), Ltd., furnishing fabric retailers, have big expansion plans.

Ellwoods have bought the Lord Street, Southport, and Fishergate, Preston, branches of Robinson's (Belfast) Linen Warehouses, Ltd., which they are to take over at the end of September.

By the end of October, Ellwoods will also open additional shops at Coventry, Loughborough, York, Derby and Shrewsbury, giving the group a chain of 30 shops in the Midlands and North-West.

Mr. Charles Aveling, 81-years-old chairman of directors of Robinson's, told our correspondent that a condition of the sale of the Southport and Preston shops was that they should carry on on the same lines and that all staff should remain.

Mr. Cecil Ellwood, a director of Ellwoods (Silks), Ltd., explained that both shops would be operated as before with the exception that a fabrics hall will be established at each shop.

Robinson's retain their last remaining branch at Orchard Street, St. Annes-on-Sea, Lancs.

MODEL ROOMS FOR BEDROOM SCHEMES

TRADING as Dot & Co., a new retail business has opened at 176 Notting Hill Gate, London, W.11, specialising in bedroom furniture and furnishings.

The aim of the principals is to supply *everything* necessary to furnish a bedroom, from the ceiling to the floor, and to give advice and carry out interior decoration schemes, if required.

Model showrooms, each decorated to give a different setting for furniture, curtains, and so on, are provided for customers' use so that intending purchasers can select merchandise and plan their own bedroom schemes on the premises.

This helpful, new style furnishing business is open until 8 p.m. each day.

Co-partners of the venture are Mr. J. Donnelly, who buys furniture and floorcoverings, and Mrs. A. Baker, who is buying soft furnishings, bedlinen, lampshades, and so on.

Mrs. A. Baker and Mr. J. Donnelly, co-partners of Dot & Co., in the main showroom of their new premises. ("World" picture.)

H.M. The Queen Mother Opens Scottish

Scots Vigour And Enterprise Will Bring Prosperity

ON Thursday of last week H.M. Queen Elizabeth, the Queen Mother, performed the opening ceremony of the Scottish Industries Exhibition at Kelvin Hall, Glasgow.

Her Majesty was received on the steps of the Kelvin Hall by Lord Bilsland, president of the Scottish Council, who presented Mr. R. A. Maclean, chairman of the exhibition committee; Mr. M. Donaldson, the exhibition manager; and Dr. C. MacRae, secretary to the Scottish Council.

During a 95 minute tour of the exhibition the Queen Mother visited the stand of Wm. C. Gray & Sons, Ltd., where she saw a hearth rug of ancient Stuart hunting tartan. It was a Wilton rug measuring 5 ft. 8 in. by 3 ft.

"Can I possibly buy one?" said Her Majesty to Mr. C. B. Kempson, the joint-managing director of the firm.

Mr. Kempson replied that he would be delighted to supply the carpet to Her Majesty's Scottish home, and added with a smile: "I have now taken my first order at the exhibition."

Speaking to Mr. James Brown, a director of James Templeton & Co., Ltd., the Glasgow carpet manufacturers, Her Majesty expressed admiration for a reproduction of an Adam design, and remarked that she possessed several Templeton carpets at her old home, Royal Lodge, Windsor.

In opening the exhibition, the Queen Mother said:—

"We can, I think, feel both satisfaction and hope as we look about this hall—satisfaction in the varied products of Scottish skill and craftsmanship, and hope that the vigour and enterprise of Scottish firms will bring ever-increasing prosperity.

"I am glad to pay my tribute to the Scottish Council, which originated and directs this great project. Its officers are not content merely with the staging of it—a considerable undertaking in itself—but have been at pains to use their personal persuasion to attract foreign buyers to Glasgow.

"As a result of the visit paid by the president and secretary of the council and the chairman of the exhibition committee last year, representatives of almost all the great purchasing agencies in the United States and Eastern Canada have come or are on their way to Glasgow.

On behalf of the exhibition authorities, Mr. R. A. Maclean, asked the Queen Mother to accept as a souvenir of the occasion a handsome silver teapot and salver made by Scottish craftsmanship 200 years ago.

These Firms are Showing Furnishings

ONE of the biggest exhibition centres in Europe, and larger than London's Olympia, the Kelvin Hall has a floor area of 455 feet by 390 feet.

To achieve as much variety as possible, the larger stands are interspersed throughout the exhibition, instead of being confined to the central avenues as was the case in 1949.

The furnishing trade exhibitors are:—

Acme Wringers, Ltd....West Cent. Av. 20.

Argyle Chair Works, Ltd....Av. B.4.

Arthur Productions (Clydebank), Ltd....Av. M.9.

Barry Ostlere & Shepherd, Ltd. ...R'side A.12.

British Ropes, Ltd....Av. H.18.

Consolidated Pneumatic Tool Co., Ltd....R'side Av. 5.

Dundee Linoleum Co., Ltd....Av. N.13.

James Finlay & Co., Ltd....West Cent. Av. 5.

William C. Gray & Sons, Ltd.... West Cent. Av. 11.

Low & Bonar, Ltd....Av. N.7.

John McGregor & Sons, Ltd.... Cent. Hall 2.

Marshall & Brush, Ltd....East Cent. Av. 14.

Martin & Lowe, Ltd....Av. N.1.

Michael Nairn & Co., Ltd....R'side Av. 9.

A. F. Stoddard & Co., Ltd....R'side Av. 11.

James Templeton & Co., Ltd.... West Cent. Av. 3.

Walker & Clark...Av. M.14.

Henry Widnell & Stewart, Ltd. ...West Cent. Av. 32.

Wylie & Lochhead, Ltd....East Cent. Av. 12.

New Glasgow Carpet Showrooms

Last week A. F. Stoddard & Co., Ltd., the Paisley carpet manufacturers, opened new showrooms at 5 Hanover Street, Glasgow. The picture, taken at a reception at the showrooms, shows a group of directors. Included are Mr. R. A. Maclean (chairman), Mr. J. S. M. Jack (vice-chairman), Mr. C. W. Newsame, Mr. A. W. Maclean, Mr. W. F. Blackwood, Mr. R. Barclay, Mr. W. A. Jack, Mr. L. F. Heathcock and Mr. H. A. McGeorge (the company's secretary).

The pictures on the facing page show some of the furnishing stands at Kelvin Hall: (1) The stand of Argyle Chair Works, Ltd.; (2) John McGregor & Sons. Ltd., stressed the "Put-U-Up" angle; (3) Wm. C. Gray & Sons, Ltd., had an imposing display; (4) a most attractive exhibit was that of A. F. Stoddard & Co., Ltd.; (5) Martin & Lowe's stand attracted many buyers.

Shop Window To The World in Glasgow

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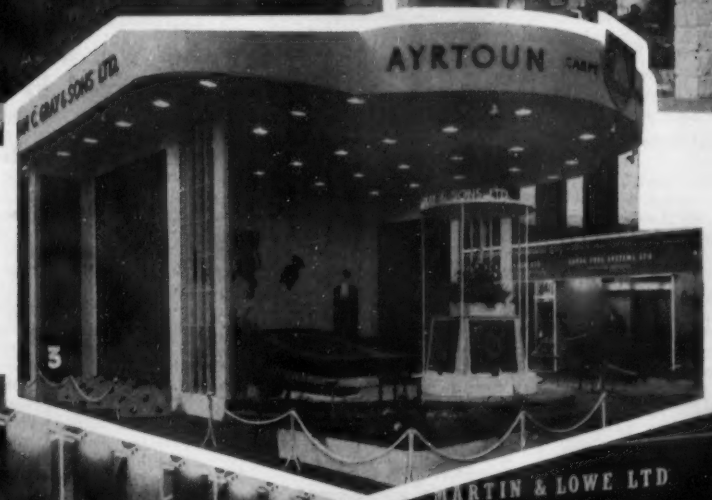

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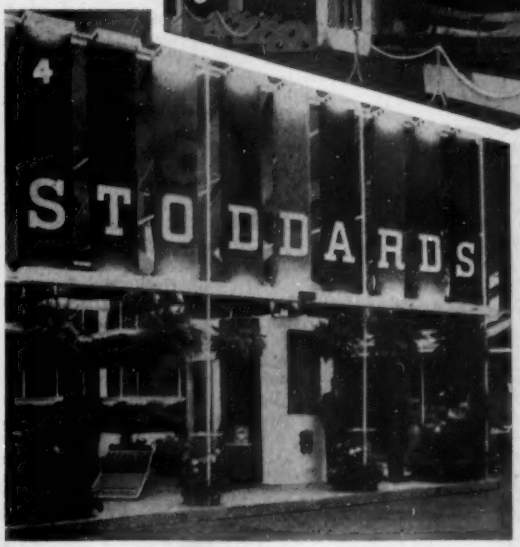

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Adam Furniture In Show By Kirkcaldy Manufacturers

Mr. John Hendry, director of McIntosh (on left), and Mr. Kay, sales manager of McIntosh (on right), interest Mr. George McKay, buyer for the House of Fraser, in a Contemporary bedroom suite in grained natural Australian walnut with fine satin finish. Mr. McKay holds the special cosmetics tray built into the top drawer of the dressing table.

TRADE buyers from many Scottish, and a few English, towns—about 150 of them—attended a reception and luncheon in Anthony's Hotel, Kirkcaldy, last week, as the guests of A. H. McIntosh & Co., Ltd., Kirkcaldy.

The occasion provided the retailers with an opportunity to examine McIntosh products at an exhibition in the firm's premises near the hotel.

It is almost exactly a year since the firm decided to produce craftsman-built furniture at a price to suit the pocket of a much wider public. During the year their sale of bedroom and dining-room furniture has more than doubled.

It was in celebration of the success of this policy that the event was staged.

Born In Kirkcaldy

A further aim was the launching of a number of current productions, and the exhibition of a room based on the designing powers of Robert Adam and his brothers, who were born and educated in Kirkcaldy.

Mr. A. H. McIntosh, managing director of the firm, welcoming the guests, stressed the value of such exhibitions and gatherings of trade personalities.

Mr. McIntosh referred to the importance manufacturers attached to receiving group orders, even if deliveries were wanted in single operations. "If," he said, "we can plan ahead we can improve the prices."

In the Adam Room of the exhibition were many examples of the powers of the famous brothers. Much of the furniture here was loaned by customers of the firm, and one piece was provided by Whytock Reid & Co., of Edinburgh. Another piece was supplied by Captain Adam of Blairadam, a direct descendant. The fabrics, all of Adam design, were supplied by the Edinburgh branch of Arthur Sanderson & Son.

A feaure of the Adam Room was a practical display of marquetry, which the firm exports to all parts of the world.

Bradford's £3,000,000 Carpet Factory

PROGRESS is being made with the construction of the £3 m. half-mile long factory of Associated Weavers, Ltd., carpet and moquette manufacturers, Bradford, which is being constructed at Toftshaw Lane, East Bierley, Bradford.

Huge concrete foundation blocks, weighing up to 60 tons each, have been sunk into channels, a 140 ft. chimney with a 7 ft. 6 in. bore has been started, and the shell of a spinning bay has been erected. By January, 30 similar bays will have been constructed.

Associated Weavers, Ltd., will in due course transfer their business to the new premises which will be completed in about three years, and in the new single-storey Weavercraft Mill the "production line" principle will be operated.

New Premises For Bedding Firm

MOFFETT & Sons, Ltd., manufacturers of "Balmoral" bedding and upholstery, are planning to build new premises to accommodate offices, stores and showroom at Dunmarry, Belfast.

A representative of the firm said that it is hoped to begin building at once, to complete the premises within a year, and eventually to provide work for 100 people at Dunmurry.

Moffett's, who began business 31 years ago in Sandy Row, Belfast, and moved several times to bigger premises in the city, established their present headquarters at Finaghy in 1942.

The Finaghy factory, which has between 120 and 140 employees, supplies the local trade. The new premises at Dunmurry, the firm's representative stated, will concentrate on export business, with the assembly of steel bed stringings a speciality.

2 Wycombe Factories Saved From Fire

TWO High Wycombe furniture factories were saved from the threat of serious damage when fire destroyed the factory of Floor Treatments, Ltd., wax polish manufacturers, of Copyground, High Wycombe.

The factories of T. W. Mealing & Son, Ltd., of Magnet Works, Ogilvie Road, and of J. S. Smith, of Copyground, were seriously endangered by the rapid spread of the flames at the adjoining factory of Floor Treatments, Ltd.

But firemen from High Wycombe, Marlow and Wooburn confined the outbreak to the polish factory, in spite of the danger from explosions of highly inflammable drums of materials and from molten, burning wax pouring into the streets and threatening adjoining buildings.

Production at Mealing's and Smith's is now continuing normally.

7 Makers In Joint Show

Seven firms combined to stage a joint exhibition at the Midland Hotel, Manchester, last week, and were so delighted with the amount of business done that it is certain that the venture will be repeated next year.

Firms exhibiting in one of the hotel's dining-rooms-cum-ballrooms were Ronson Furniture, Ltd., Martin & Lowe, Ltd., B. Feldman & Co., Ltd., Superfine Furniture, Ltd., Supolstery, Ltd., I. Barget, Ltd., and S. Shaven & Co., Ltd.

A running buffet and bar was organsed by Mr. Harold Miller and Mr. Lewis Caplan.

Cheshires Will Merge With A. V. Humphries

IT is announced that Mr. H. S. (Pip) Cheshire, joint managing director of Cheshires of Nottingham, Ltd., has decided to retire.

As a result of this it has been agreed that Mr. J. R. (Bob) Crouch and Mr. R. Ray Crouch, of A. V. Humphres, Ltd., the carpet firm, are to take a substantal interest in Cheshires of Nottingham, Ltd., whose remaining managing director, Mr. A. H. (Bill) Cheshire, will take a considerable holding in A. V. Humphries.

For the time being each company will retain its identity and continue to trade separately as before.

G.U.S. Counters Macoward Bid For Peckham Store

BIDDING for the shares of Jones & Higgins, Ltd., the Peckham store, has been taken a step farther since, as reported last week, J. & H. directors advised the Ordinary shareholders not to accept Great Universal Stores' offer of £4 10s. for the £1 shares.

On Thursday of last week the directors advised shareholders that they had received an offer from Macowards, Ltd., of Cardiff, to purchase the Ordinary share capital of the company at £5 a share payable in cash.

The directors recommended that the offer should be accepted.

This was countered by G.U.S. with an offer of one G.U.S. 5s. "A" Ordinary for each Jones & Higgins £1 Ordinary. This is subject to the consent of the Capital Issues Committee.

At the time of the offer being received G.U.S. "A" Ordinary were worth £5 14s. 3d. in the market.

The directors of Jones & Higgins are leaving shareholders to decide for themselves what to do about the offers.

Furnished School Flat

W. & A. Crabtree, the Burnley furnishers, have completed a contract in furnishing a domestic science flat at the Ivy Bank High School for Girls, Burnley.

The pieces chosen were from ranges by Finewood Products, Ltd., Herbert E. Gibbs, Ltd., D. Meredew, Ltd., Parker-Knoll, Ltd., Remploy, Ltd., and J. H. Moorhouse & Co. (Woolvo) Ltd.

New Bedding Centre For Putney

A BEDDING centre has been opened at 195a Upper Richmond Road, Putney, S.W.15, by Grant Baxell, a new concern specialising in the sale of mattresses, bedsteads, pillows, and so on, with a separate section for the supply of upholstery sundries.

The premises have a 50 ft. by 15 ft. ground-floor showroom, with office accommodation at the back.

Buying is conducted by Mr. J. A. Baxell, co-partner, who has been in the trade for 25 years. He was previously with the Croydon firm of M. Crook, and was at one time manager of the Wallington branch of E. Bale & Sons, Ltd.

Mr. Baxell told a *World* reporter: "I am always pleased to see representatives from bedding manufacturers, but I am definitely not interested in hard furniture. We have made a good start and judging by the number of customers we are serving, the business is meeting a need in this district. Apart from bedding sales, we have been surprised at the increasing demand for upholstery sundries."

Mr. J. A. Baxell (right) with Mr. W. H. Grant, co-partners of Grant Baxell. ("World" picture.)

Other partner in the business is Mr. W. H. Grant, also late of M. Crook.

SELF-SERVICE IN FURNISHING

ALTERATIONS have been completed to the Birmingham Co-op.'s furnishing department basement at the High Street store, Birmingham.

These consist of decoration and installation of new counters in the latest designs, with the emphasis on their cleanliness and brightness in colour. They are done in cream and red, for the sole purpose of attracting the attention of customers.

Open-display is used, so that customers are able to see everything and to handle the goods. Everything is on show, so that there is no need for the assistants to be asked what they have in stock.

Already this system of self-service has resulted in increased trade.

The warm-white fluorescent lighting does not cast shadows and is effectively distributed by "egg-crate" type covering.

Cavendish Modernise Nottingham Store

POLICEMEN were on duty outside the premises of Cavendish Furniture Co., Ltd., 63-64 Long Row, Nottingham, when large crowds assembled last Saturday morning to catch a glimpse of Miss Eunice Gayson, TV star of the B.B.C. panel game "Guess My Story," open modernised showrooms. Her visit also coincided with the firm's 25th anniversary of service to the public.

Introducing their guest, Mr. S. Burge, a director and general manager of George Hopkinson, Ltd., and Allied Companies, said that for a long time they had felt the Cavendish Furniture Company should present a store which would give every type of customer the opportunity of purchasing good-class furniture and furnishings at moderate prices produced in accordance with the published standards of the B.S.I.

Miss Eunice Gayson and Mr. S. Burge, a director and general manager of George Hopkinson, Ltd., and allied companies, at the opening of the modernised showrooms of Cavendish Furniture Co., Ltd., at Long Row, Nottingham.

Existing Agreements Under The New Hire Purchase Act

THE position regarding existing agreements under the new Hire Purchase Act is outlined in the current issue of "Furnishers' Bulletin."

The "Bulletin" says:

As at August 30 there will, of course, be in existence a large number of agreements which were previously outside the financial limits (i.e., over £100 and less than £300) but are now within the extended limit provided by the new Act.

Certain provisions of the 1938 Act, particularly those which relate to the enforcement of agreements, will come into operation as regards such transactions.

Briefly these provisions are those which:—

(a) restrict the owner's right to repossess;

(b) set out the powers of the court in actions for repossession;

(c) deal with appropriation of payments.

This means that in any hire purchase agreement, irrespective of its date of commencement, when the hire purchase price is £300 or less, and where more than one-third of that price has been paid then the owner cannot enforce his rights to recover possession except by action through the county court. Where less than one-third has been paid, the owner may proceed to recover in accordance with the terms of the agreement.

The provisions of the new Act are not retrospective and do not therefore render illegal a repossession already completed before its coming into operation (August 30). In addition those provisions of the principal Act dealing with the essentials of the agreement, and the hirer's right to determine with consequent liability for depreciation, will not apply to agreements already in being at August 30.

These Furnishings Are Wanted Overseas

U.S.: School Furniture

Bickley Brothers, 2017 Preston Avenue, Houston, Texas, have informed the British Consulate-General at Houston that they are interested in importing, on a commission or consignment basis, modern schoolroom furniture, as follows: (1) desks, various sizes, from a dimension of 21 in. between top and floor to 30 in.; (2) chairs, various sizes, from a dimension of 12 in. between seat and floor; (3) chairs (as (2) above) with writing rest attached to arm; (4) tables, round and half-round, suitable in size for chairs described above (2).

The materials should be steel (welded or cast) and wood, and the chairs and tables designed for "stacking."

The territory to be covered is the South-West U.S.A.

Bickley Brothers, who are old established wholesalers of school and church furniture, are considered to be a suitable connection for United Kingdom firms.

Manufacturers interested in this enquiry should write by air mail to Mr. D. M. Brock of the United States firm, giving full particulars of their products together with literature and price lists. Quotations should be in U.S. dollars c.i.f. Houston. They should also send a copy of the initial correspondence to the British Consulate-General, 3101 Fannin Street, Houston 4, Texas, so that the enquiry may be pursued; and also inform the Export Services Branch of the Board of Trade of the action taken quoting reference E.S.B./20050/54.

South Africa: Carpets

Mr. G. F. Badnall of G. F. Badnall (Pty), Ltd., of P.O. Box 1714, Cape Town, has informed the United Kingdom Trade Commissioner at Cape Town that he wishes to secure the representation of a United Kingdom firm manufacturing carpet rolls and squares, preferably Axminster.

Mr. G. F. Badnall, a director of the firm, has been engaged in indent agency work since 1919. In 1937 he established his own business as a manufacturers' representative which was registered in 1943 under its present designation. G. F. Badnall (Pty), Ltd., already hold a number of United Kingdom agencies.

As Mr. Badnall is visiting the United Kingdom in September in order to see his principals and also to obtain agencies for carpets, interested manufacturers are advised to notify the Export Services Branch of the Board of Trade so that Mr. Badnall can be put in touch with them when he arrives.

Short NEWS From N.S.E.W.

D. MacDonald and Bros. Ltd., of North Hanover Street, Glasgow, have now concentrated their manufacturing activities in a new factory at Turriff Street, on the south side of Glasgow, leaving their previous premises available for retail and other developments.

* * *

Further extension of the recently opened furnishing departments at Palmeira Stores, Palmeira Square, Western Road, Hove, 2, Sussex, now provides a total of 14,000 sq. ft. of showroom space for furniture and floorcoverings.

* * *

The tenancy of one of the new shops erected by Peterborough City Council on the Council's new Dogsthorpe-Newark housing estate has been granted to Fairways, Ltd., furnishers, Regent Buildings, Broadway, Peterborough.

* * *

The furniture and furnishings in the latest extension to Easington Colliery (Co. Durham) British Legion Club have been supplied by Share of Fawcett Street, Ltd., Sunderland.

* * *

Hunter Tomison of Castle Street, Glasgow, have now opened the premises at Buchanan Street, Sauchiehall Street, Glasgow, formerly owned by Messrs. Imlah.

* * *

Two marquees have been purchased by the Reading Co-op. for use in furnishing exhibitions planned by the Society for the members living in the outlying country districts.

Cardiff's F.T.B.A. Dinner-Dance

Preparations have now been completed for the annual Cardiff and South Wales F.T.B.A. dinner and dance. The function, one of the highlights of F.T.B.A. social activities in South Wales, takes place at the Royal Hotel, Cardiff, on Wednesday, October 20.

The dinner, at which it is hoped the national president and the general secretary of the F.T.B.A. will be present, starts at 7 p.m. Dancing to Locarno's Band begins promptly at eight.

Highly successful in the past, another Tombola session will be held.

Tickets can be obtained from the Cardiff and South Wales Area secretary, Mrs. E. Elston, 13 Windsor Terrace, Penarth, Glamorgan. For the dinner and dance the price is one guinea and for the dance only, 7s. 6d.

New Premises For Woven Fibre Furniture Firm

A NEW chapter in the story of a family business which started in a back kitchen and now employs nearly 100 people opened last week with the announcement that the factory premises of the Bridgwater (Somerset) Manufacturing Co., Ltd., at Monmouth Street, Bridgwater, have been sold by private treaty to R. Slocombe & Sons, Ltd., cabinet makers and woven fabric furniture manufacturers.

Just 50 years ago, the founder of Slocombe's, the late Mr. Robert Slocombe, started in the back kitchen of his home at Angel Crescent, Bridgwater, as a wood turning and kitchen chair manufacturer. The little business began to prosper and he took premises in New Road where he had three sons, Leonard, Raymond and Roy in the business and six employees.

Shortly after it was turned into a limited company and the firm built their own premises in New Road in their spare time. Next they took premises in St. John Street, and additional property in Gordon Terrace.

The business remains a family concern, the directors being the three brothers and a brother-in-law, Mr. A. G. Marks.

The Monmouth Street factory is spacious, and adjacent land is available for future expansion. The latest machinery is being installed, and when equipped by the end of September, it will be one of the most up-to-date factories in Great Britain for the manufacture of woven fibre furniture.

2 Furnishing Stores To Be Closed

OLD established furnishing stores in two Lancashire towns—at Bury and Radcliffe—are to be closed down by James Clegg Ltd. A third, at Heywood, will be carried on by the firm.

The business was started at Bury by the late Mr. James W. Clegg more than 40 years ago, and has been carried on by his family with Mrs. James W. Clegg as governing director, Mr. James R. Clegg (son) as managing director, and Mrs. S. E. Bonfield (daughter) as a director.

"We have decided to retire," Mr. James R. Clegg told a *Furnishing World* reporter. "Whether the shops at Bury and Radcliffe will be carried on by another furnishing house has not yet been decided."

New Look For C. K. & J.

Many alterations, both inside and out, have been made to the Birmingham furnishing store of Chamberlain, King and Jones Ltd., Bull Street.

Miss Eunice Gayson, a star of TV's "Guess My Story" panel, performed the re-opening ceremony watched by hundreds of customers who packed the store.

A director, Mr. Sydney Burge, introduced Miss Gayson to the onlookers, and invited her to cut the tape to mark the opening ceremony.

The furnishing fabric and household linen departments at James Selby, Ltd., departmental store, 386-402 Holloway Road, London, N.7, have been extended and re-furnished with new counters and display fittings.

Director Gets 4 Years For Fraud

A GLASGOW company director, aged 76, said by his counsel to have been "a catspaw of Mr. X" in the defrauding of a London company of £23,502 by making loan claims in respect of fictitious hire-purchase agreements, was sentenced last week to four years imprisonment by Lord Russell at the High Court in Edinburgh.

He was Robert Hill Hardie of Dunmure, Ltd., 29 Waterloo Street, Glasgow, and had admitted the frauds at Glasgow Sheriff Court (reported last week).

Furniture Section In Co-op. Extension

A new extension, including a furniture department, has been opened at the Lichfield Street, Wolverhampton, branch of the Wolverhampton and District Co-operative Society. One of the attractions is a bedding display by Slumberland. Also on show in the extension are kitchen furniture and fireside chairs. The bedding and carpet sections have both been extended to the new premises.

The manager of the department is Mr. H. Lord.

"Round The Table" at Cardiff

"Round the Table," the Council of Industrial Design's touring exhibition of well-designed tableware in furnished settings, will be on show at David Morgan, Ltd., Cardiff, from September 16 to 25.

The exhibition's final visit will be to Chiesman's, Ltd., Lewisham, S.E.13, from October 2 to 16.

News From The Sales Side

Covers Bigger Ground For "Dwell"

AN additional appointment is announced for **Ted Ingram,** well known in Yorkshire where he represents Ronson Furniture, Ltd., who manufacture "Dwell" furniture. Mr. Ingram now represents the firm in Durham, Northumberland and Carlisle as well as in Yorkshire. He covered these areas before he joined Ronson.

☆ ☆

MIDLANDS representative of Lewis Woolf & Sons, Ltd., manufacturing upholsterers, is now **Walter J. Durham,** of "Danum," Bridge Hill, Belper, Derbys. Mr. Durham has been with T. Greaves & Co., Ltd., the Derbyshire furnishers, for 27 years, and a few years ago was appointed supervisor of the firm's Ilkeston, Heanor, Ripley and Belper branches.

Co-ops. Report Big Sales Increases

THE **Royal Arsenal Co-op.,** of Woolwich, states in its report for the half year ended July 3, that trade in the furnishing department amounted to £483,649. This was an increase of £18,935 over the corresponding period of a year ago.

* * *

Furnishing trade of £8,230 is announced in the half-yearly report and accounts of the **Canterbury and District Co-op.** for the period ended July 31, compared with £7,642.

* * *

Furnishing sales of £11,035 are announced in the report of the **Folkestone Co-op.** for the half-year ended July 10, 1954. This was an increase of £3,757, or 51.6 per cent, compared with corresponding period.

* * *

The **Newmarket Co-op.** states in its half-yearly balance sheet for period ended July 17, that trade in the furnishing department was £15,887, compared with £14,967 in the corresponding period of last year.

Viewpoint

THOSE who are concerned with the vital question of recruitment into the furnishing industry will find food for thought in a report by the Tottenham Medical Officer of Health on a recent survey of shop premises in the borough and the occupational health needs of their staffs.

The report says that although conditions of health and welfare in shops have improved during recent years many improvements are still desirable. It suggests that any future industrial health service should be extended to include supervision of the health of the shop assistant and advocates research into such special stresses of a shop assistant's life as fatigue and causes of breakdown in health. It also proposes that means should be available for voluntary periodic health overhauls of shop employees.

This question of the health of the employee, so often overlooked, is one which should not be neglected in the conduct of an efficient business, for time lost through sickness amounts to an appreciable total in the course of a year.

★★ The report goes on to say that the introduction of a five-day week in some factories attracts many would-be shop employees. It adds that, as an inducement, many shopkeepers now allow their assistants two half-day holidays a week instead of the one required by statute. It also points out that very often better financial prospects and conditions of service are obtainable in factories and offices.

This report by a responsible medical officer is worthy of serious consideration and although, perhaps, some of its recommendations may not be wholly practicable they should be kept in mind, for this problem of recruiting and retaining efficient staff is the most crucial which the industry has to face. Any and every suggestion should be sifted and considered if the retailing industry is to be assured of its future.

Readers' Viewpoint

Beales of Bournemouth

The Editor,
"Furnishing World."

SIR,—My attention has been called to the report on page 45 of your issue of August 20. I believe this report was based on a story given by the local estate agents, and while the facts given in the first three paragraphs are quite correct they nevertheless, when stated on their own, actually give a misleading impression.

You have in fact stated that "it is understood that J. E. Beale will continue to operate from a new store now being built in Bournemouth."

What is not clear from your article is that the premises that have been sold were bought in 1943 for temporary use until such time as our bombed premises could be rebuilt. We are now vacating these temporary premises to return to our original site.

The building, which is now in course of erection, will be completed next year.

Yours, etc.,
FRANK H. BEALE,
Joint Managing Director,
J. E. Beale, Ltd.

Bournemouth.

An artist's impression of the new premises is on page 42.

That 10,000th Enquiry

The Editor,
"Furnishing World."

SIR,—It is with great pleasure that we read in last week's issue of *Furnishing World* under "Viewpoint" that one of our enquiries proved to be the 10,000th received.

We would like to take this opportunity of stating that we consider the enquiry service to be unique and one which we have found invaluable.

Yours, etc.,
J. BARNES.

J. G. Barnes & Son, Ltd.,
Accrington.

British Firms In Italian Show

THE Tenth Triennale, held in Milan once every three years, opened last week. It is the premier international exhibition concerned with contemporary industrial design, furniture, the decorative arts and architecture.

In addition to the Italian displays, the foreign governments participating this year include Austria, Canada, France, Spain, Belgium, Holland, Germany, Switzerland, Israel and Scandinavia.

The British Government declined an invitation to participate.

Distressed that Great Britain should be thus excluded, a small group of British manufacturers and designers combined to stage an unofficial contribution from the United Kingdom, covering an area of some twelve hundred square feet.

The British manufacturers who sponsored this project are Hille of London, Ltd.; and Ernest Race, Ltd., and the designers are Robin Day, A.R.C.A., F.S.I.A.; Ernest Race, R.D.I., F.S.I.A.; and Misha Black, O.B.E., P.S.I.A. (of Design Research Unit).

Other manufacturers taking part are:—

Fabrics. — Tibor, Ltd.; Heal's Wholesale & Export, Ltd.; Morton Sundour (Fabrics), Ltd.

Carpets.—S. J. Stockwell & Co. (Carpets), Ltd.

Carpet Trade Reports Even Better Business

ONE of Kidderminster's leading carpet manufacturers, Mr. Gerald Tomkinson (chairman, Tomkinsons, Ltd.), says in the half-yearly trade review he contributes to the firm's house journal, "Tomkinson's Times":—

"The first half of 1954 has continued to be as good as, or even better than, 1953. We have slightly increased our over-all production, all of which has been sold. The prices of raw materials have slightly stiffened, which has had the effect of keeping the prices of the manufactured articles steady, but we do not want to see any considerable upward tendency of either raw material or finished article. The directors thank all workers for their co-operation, and have every reason to say we should have good full employment for the next six months."

Brown Bros. & Taylor, Ltd., furnishers, opened a new branch at 36a Albert Road, Widnes, last Saturday.

personally speaking...

NEWS OF PEOPLE YOU KNOW

AT their meeting last week the board of management of the National Chamber of Trade appointed **J. W. Stevenson, F.C.C.S.,** as general secretary in succession to the late **Frank Gratwick.** Mr. Stevenson joined the chamber at the end of 1945 as national organiser, having had experience at both local and national levels with a specific trade association. His first task was the formation of the area councils, which are now an integral part of the chamber. He was appointed deputy secretary in 1947.

☆ ☆

FOR the sixth year in succession 80 members of the Brinton Park Sons of Rest and their wives were entertained at "Whitville," the Kidderminster home of a leading local carpet manufacturer, **Geoffrey Tomkinson,** whose son and daughter, **Nigel Tomkinson** and **Miss Meg Tomkinson,** acted as host and hostess.

☆ ☆

A TOTAL of 110 pensioners from Carpet Trades, Ltd., Kidderminster, have been on a day's outing to Evesham at the invitation of the firm's directors. While they were having tea, a surprise visit was paid by **C. S. Newton,** the managing director, and his wife.

☆ ☆

I AM glad to report that **Jack E. Iveson,** managing director of Iveson's, the Rochdale furnishers, has now left Bangor hospital and is improving in health. He was taken ill about 12 days ago while on holiday in North Wales.

☆ ☆

ON Saturday **Miss Tillie Ainsley,** youngest daughter of **T. Ainsley,** principal of Willis Ainsley's the Mexborough furnishers, will be married to **R. Martin** of Conisborough.

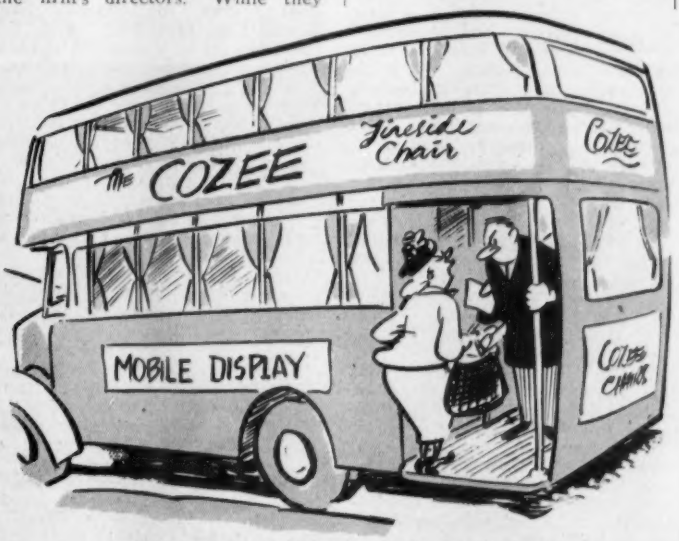
☆ ☆

NEWLY-appointed buyer of household textiles at J. Dawson & Co., Ltd., Manchester, is **G. A. Rider.**

☆ ☆

NOW buying soft furnishings at Fenwick, Ltd., Newcastle-on-Tyne, is **George Dickinson.**

A Smile with Betts



"Drop me at Oxford Circus, please, my man!"

THE Sunderland furnishing store of McCann's, Ltd., was closed on Wednesday of last week so that the staff of ten could attend the wedding of **Vincent McCann,** the secretary and a director, who is second son of **Cornelius McCann,** the managing director. Mr. McCann's bride, Miss June Metcalf, of Sunderland, shares his interest in flying and both are members of Newcastle Aero Club. The couple left Woolsington, Newcastle, airport on Wednesday night for a Continental air-tour honeymoon. The plane was piloted by Mr. McCann, who served in the R.A.F. during the war and holds his "A" certificate. Although he chose a fast way to get around on his honeymoon, Mr. McCann drove to the church to be married behind the wheel of a vintage 1925 Austin Seven car.

☆ ☆

PREVIOUSLY assistant furnishing manager of the Peterborough Co-op., **Bernard W. Fisher** has been appointed manager and buyer.

☆ ☆

AFTER 13 years as a producer with Nahum's Fabrics, Ltd., **Joseph Chadwick** has joined Fothergill & Harvey (Sales), Ltd., of Manchester, in a similar capacity.

☆ ☆

THE staff of Morris & Co. (Kidderminster), Ltd., carpet manufacturers, accompanied by relatives and friends, had their annual outing to London, where they were joined by the London agents, **W. North** and **A. I. Bamford,** who had arranged for a midday meal at the Bell Hotel, Holborn. During the afternoon the majority of the party were entertained by the Norman Wisdom show at the Palladium, and others relaxed in the sunshine in Hyde Park.

Nomad

RETAIL SELLING PLANS

Social Trends And The Retailer. 2.

TV Can Make Your Autumn Sales Soar

"DIAMONDS" sang Lorelei in the film "Gentlemen Prefer Blondes" "are a girl's best friend," and few women would disagree with the sentiments expressed. Television to-day is the furnisher's best friend, but there are still many retailers who cannot recognise an ally when they see one. They complain that their merchandise has to compete with countless other calls on the public's purse, and persist in regarding television as a hostile rival to the home furnisher.

Just over a year ago *Furnishing World* published a feature "Make An Ally of Television," and during the past twelve months the most progressive stores have included television sets in their advertisements featuring room-schemes and in their showroom settings of lounge furniture. But in general the trade has still not seen the possibilities of television's influence as a sales-aid for furnishings.

This winter more and more families will be grouped around the television set. Working and middle-class homes alike will be sporting the familiar aerial on the roof-top, and what is more they will be able to prove to the neighbours that they have a set to go with it.

Since the new hire-purchase freedom was granted in the middle of July there has been a sharp rise in the sale of radio and television sets, and of electric domestic appliances. These have not been sold *instead of* furnishings but *in addition* to them, as there has been a simultaneous rise—and a substantial one—in the sale of furniture. With the removal of deposit and repayment restrictions, more and more families are going to be able to afford both new furnishings and a television set, and now is the time for store display and publicity to emphasise this fact.

September and October are the months when customers begin to think ahead to the cold evenings and to picture themselves inside a snug and comfortable home. Subconsciously this year many of them will include in the picture a new television set. Why not translate their mental picture into an attractive room-setting, featuring the latest in rugs, curtains, settee and easy chairs, plus a television set?

This fireside setting is typical of many homes to-day, and more families will be sitting in front of their own TV sets this winter. ("Picture Post" photograph.)

By going all out to promote comfortable viewing, the store can make sure that furnishing sales soar. One of the most effective ways of getting this message across to the customer is by presenting a series of model rooms, each showing a different range of furniture suited to the television lounge. One of the room-schemes is sure to be near enough to her ideal lounge to make the customer stop and think. Hammer the idea home by tying up the store's advertising with the theme of comfortable viewing, so that next time she opens the local "evening" or "weekly" she will see the television set again—not on its own but always shown in a setting of new furniture and accessories.

It will not take long for the two ideas to merge, so that she will automatically think "New television—new furniture."

For better or worse—but anyway, for the present—young people are having more and more say in the furnishings and appliances chosen for the home. At one time parents decided that a room needed redecorating or refurnishing; they arranged for the work to be done, and that was that. No one thought of asking for the opinions of the younger generation. To-day those opinions are often given before any invitation is made, and the majority of young people are already "sold" on two things: television and New Elizabethan furnishings. They are conditioned to the latter by seeing it on the films, in magazines, in the coffee bars they frequent and in many of the shops where they buy their clothes. By coupling New Elizabethan furnishings and the television set in a series of window displays an appeal is made to them.

Although national exhibitions have included many accessories to make viewing as comfortable as possible, there have been few retail displays where a comprehensive range of this merchandise has been grouped together in a room-setting.

A lounge-setting well suited to comfortable viewing would, of course, include TV easy chair units, both separately and assembled as a settee. It would include a side-table with a plastic top, bearing an appetising array of bottles and glasses, or a coffee-set and sandwich plates. Also included would be a TV table with revolving top, and the latest in magazine racks for the "Radio Times" and television magazines. Winter-weight curtains in bright colours would exclude draughts, and a modern rug with interesting textured effects would ensure warm feet for the family. The whole setting would say "Have comfortable viewing this winter."

Success Of "Sleepy Valley" Film And Mattress Tie-Up

Showcards linking Sleep Valley mattresses with the RKO Radio Pictures' film "Susan Slept Here" are attractive sales-aids in a national bedding promotion. Many retailers and local cinemas have already tied up with the scheme.

A large-scale publicity tie-up between a bedding manufacturer and a film company is the special promotion organised by Sleepy Valley (Bedding) Ltd., linking the company's mattresses with the RKO Radio Pictures' film "Susan Slept Here."

This scheme immediately got off to a good start, and the many retailers already tying-up with the promotion have found the managers of local Odeon Cinemas very co-operative in helping to make the enterprise a success.

Spectacular Display

Some spectacular displays have been arranged, and more are at present being planned.

At East Ham, Woodcrafts (Ilford) Ltd. have an effective window display of Sleepy Valley bedding linked to a display in the Odeon cinema opposite the store. This is one of the first tie-ups with the film. In a corner of the cinema foyer is a Princess divan set in a crimson and gold ticking. This is flanked by Surrey and Somerset mattresses displayed on show stands. Both the cinema and the store window displays have attracted considerable attention from East Ham shoppers and filmgoers.

Another crimson and gold Princess divan set is being shown in the foyer of the Super Cinema, Stamford Hill. This is being featured by James Brooke & Co. of Clapton. In the Forest Gate Odeon the retailer tying-up with the promotion is Edwin's of Upton Park.

Other retailers taking part in the early stages of the bedding promotion are: Kennards of Redhill; Hanningtons of Brighton; Bobby & Co., Bournemouth; Smithers & Co., Kingston on Thames; William Brock & Co. Ltd., Exeter; Nash & Co., Sevenoaks; Dorlans of Balham; Driscoll's of Hove; Bradbury & Co., Bromley; Simrest Bedding of Streatham; Model Homes Ltd. of Upminster, Hornchurch and Romford; The Bedding Centre at Ilford; L. A. Taylor in Southall; Adams & Co. in Kenton; and J. C. King & Co. of Whitechapel.

The special promotion is likely to continue in operation until the end of the year, and has already stimulated increased sales of bedding.

One of the first tie-ups in the scheme, (in the Odeon cinema, East Ham). The retailer concerned is Woodcrafts (Ilford) Ltd. This features a Princess divan set, with Surrey and Somerset mattresses.

Showcard Sales-Aids

Pictured on this page is one of the attractive showcards produced as sales-aids for the tie-up. A scene from the film, which stars Dick Powell and Debbie Reynolds, is featured, and beneath the title "Susan Slept Here" appears the slogan "You too can lie in luxury on a Sleepy Valley Mattress". The showcards are in sky blue with lettering in black or white, and the "Sleepy Valley" trademark of the little dozing man appears in the bottom left-hand corner.

The promotion has already aroused considerable interest at a time when sales are usually quiet, and this is likely to increase during the autumn.

An Up-To-Date Store Need Not Be A Big Expense

THE vast majority of shops occupied by British furnishers were not built originally for the selling of furniture, and retailers planning modernisation of their premises will be interested in the following extracts from the book "Home Furnishing Display Techniques" by architect and display expert Paul R. MacAlister, F.I.D.I.

"There are a number of ways in which store fronts can be brought up to date, as well as made to characterise the type of merchandise handled, that lie well within the tightest budget.

Make A New Door

"For instance, a new door frame and door can do wonders in setting the stage for sales. A Georgian door frame with its shapely pediment, a panelled door and glistening over-scaled brass hardware would advertise 'high grade furniture store, dealing in 18th century styles' to even the most disinterested passers-by.

"Add colour, perhaps gleaming white . . . or elephant grey combined with white lines which implies 'smartness'; or deep, rich green which conjures up a picture of mahogany furnishings. Conversely, a stock of contemporary lines may be implied by the use of a simple architectural wood door frame and flush wood or glass door. Brilliant colours, such as vermilion, black and turquoise, might be used—or the familiar redwood or walnut tones.

Modernise Windows

Perhaps the entrance is satisfactory, and it is the window which requires attention. A bevelled wood frame might be placed around the display window opening, either on the exterior or the interior of the window. Again, colour and finish would add much to the new look. A traditional effect would be achieved by the use of a bolection type moulding, whereas a modern feeling would be set by a sharply chamfered frame.

"Rather than complete framing job, the addition of mullions might do the trick. Mullions spaced to suggest long, narrow panes of glass —painted white, or in a wood tone such as maple—would achieve a traditional effect. However, over-scaled, square mullions, in an egg-crate pattern of some depth, could carry out the contemporary theme.

"A slightly more ambitious, but still economical project, would include a new doorway as well as a resurfacing job on the exterior. Visualise a two-part Dutch doorway, painted white to emphasise the black iron hinges and handle. Surround this in your mind's eye with light grey clapboard siding and a white display window frame. Imagine a white tavern-shaped sign, boldly lettered in black script hanging from an iron bracket—and you have the immediate impression of the traditional tastes for which the store caters. It would be a far from costly method of creating a permanent advertising display of great value. If the pendulum swings in the other direction, the use of redwood siding, or lannon stone facing, with a forward tilted window and colourful overhang, would immediately suggest a stock of contemporary furnishings.

Trend To Open Fronts

"The trend towards visual fronts is increasingly evident . . . not only in new buildings, but in the remodelling of existing stores. Many of the older structures lend themselves easily and economically to this treatment. In most cases it merely involves the removal of the rear wall of the display windows to open up the entire interior to public view. With the visual front, the store interior itself becomes the major background and in removing the barrier between interior and street it is essential to re-plan and re-furbish the floor to meet the new condition . . . in removing this barrier between the public and the sales floor, it must be remembered that home furnishings merchandise is such that it requires suitable backgrounds, and further, that window display techniques are still needed. Consequently, although the solid wall at the rear of the window display area is removed, a partial divider is required in order to display the merchandise. The dividers need be no taller than the highest piece of furniture or draped window treatment that is desired as a background for the window display. To the person on the outside looking in, it must be readily discernible just where the 'special' merchandise displayed in the window ends, and the display of floor stock begins. Open dividers, screens, even the retention of the original window display platform, are all usable to achieve this purpose.

"In general we have all agreed in the past that windows of 12 ft. to 15 ft. widths, no more than 9 ft. to 10 ft. deep, were the ideal sizes for successful window displays. This still applies to the visual front store. No greater area need be allotted to forward window displays, and often a smaller area can be used just as effectively. Whatever type of partition is selected should be of the portable variety, in order that full use may be made of the expanded display space—which now includes the entire floor."

(From "Home Furnishing Display Techniques" by Paul R. MacAlister, F.I.D.I., Seng Publications, Chicago, Illinois, U.S.A.).

Get-It-Yourself Kitchen Depts

THE idea of a self-selection wall for kitchen-smallwares was introduced into Scotland about a year ago, and is now in general use in a number of major stores. This idea has proved an outstanding success in every case.

The details vary from store to store, but always involve three items: a long wall divided into wall bins up to a height of about six feet; a shelf extended above the bins; floor bins for additional stock.

The number of shelves and bins varies but in an average unit there are two deep lower sections for larger items, one extended shelf divided into a large number of bins, and three or four decks of shelves above. There are often as many as 300 to 400 compartments, each carrying one kind of kitchen smallwares. These are all well lit by extended or canopy lighting, and clearly tabbed with price tickets.

The advantage of this type of layout is that it can accommodate all the numerous small items required for the kitchen, and allow these to "sell" themselves with the minimum of staff attention. For a unit of this type, it has been found that only two assistants are necessary, and their job is chiefly to stock up the shelves or bins, to help shoppers who have already made their own selection, and to conclude the sale.

In a number of stores there is no counter in the kitchen department.

SOFT FURNISHING SIDE

Hat-Trick By Tibor Fabrics

THE modern furnishing fabrics manufactured by Tibor, Ltd., are being shown simultaneously at three exhibitions: the Scottish Industries Fair in Glasgow, the 10th Triennale in Milan, and the "Colour and Texture" exhibition at The Times Furnishing Company's Birmingham store.

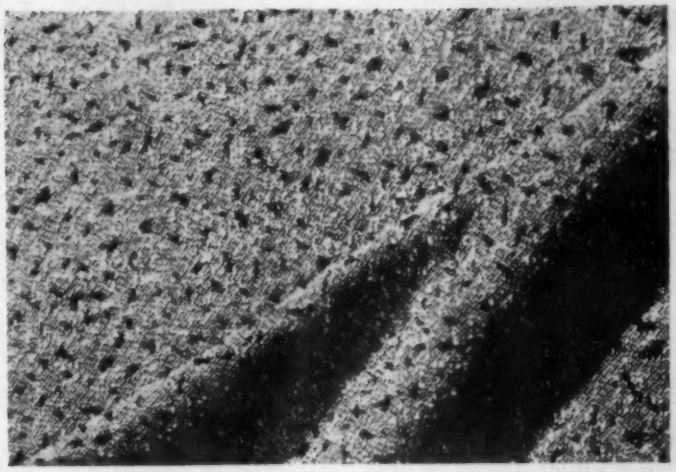
On the stand of Imperial Chemical Industries, Ltd., at the Scottish Industries Fair in Kelvin Hall, are a number of new Tibor fabrics incorporating Ardil, the protein fibre yarn made by I.C.I. These fabrics are both curtain and upholstery weights, and the following are typical designs:

"Ardil Prince," a soft but tough upholstery fabric in kingfisher blue, the loop yarn giving a rich depth to the texture; "Henley," plain boucle texture in black or brilliant colours, suitable for curtaining and upholstery; "Gazelle" a "Texture-drape" with a classic motif of a small twig on a granite-like background, made with a mercerised black cotton warp and a rayon-and-Ardil weft in lemon and brown.

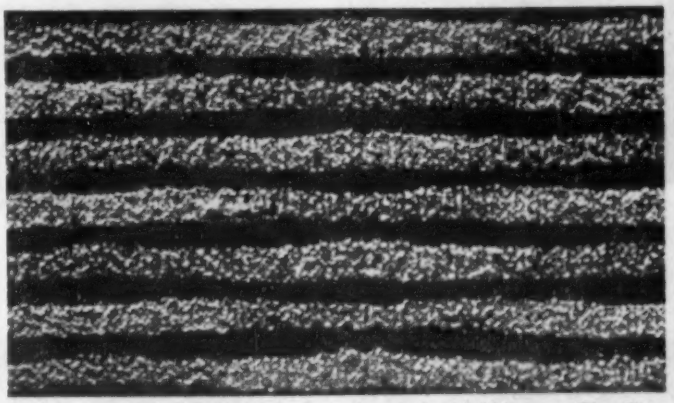
At the Triennale Exhibition, Milan, Tibor fabrics shown in co-operation with Mischa Black and Ernest Race include "Stratford" midnight purple, used as one of the main curtains, "Sweet Corn" used as curtains in black and white and as chair covers for the dining room in olive and black, and "Trellis"—one of the new "Texturedrapes."

The historical tapestry of Ardil and pure silk, belonging to the Imperial Chemical Industries, Ltd., and produced by Tibor Fabrics, has been lent by I.C.I. for the Triennale Exhibition in Milan. This tapestry—a "History of Shapes"—was produced by a new method of Jacquard weaving.

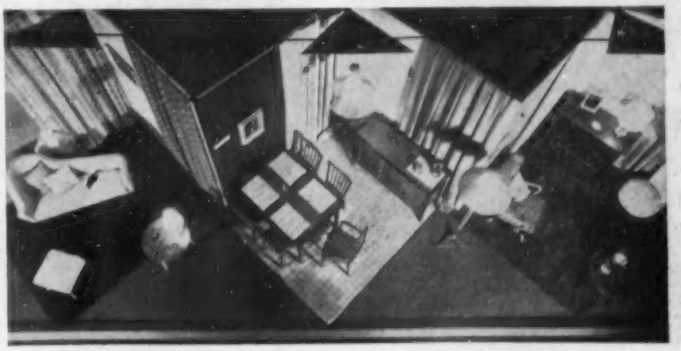
Metallic yarns are used in several of the fabrics featured in the "Colour and Texture" Exhibition at The Times Furnishing Company, Ltd. These appear in "Manhattan," a classic and geometric design chosen for a bedspread in one of the two bedrooms, and in "Cymbeline," a natural tone deep-textured curtain fabric combining coloured spots with gold metallic yarn, featured in two of the living-room schemes.



Above: "Wool Granite" upholstery cloth in deep forest green, a Tibor fabric on show at the Triennale Exhibition in Milan. Below: "California," deep-textured upholstery fabric featured at the Scottish Industries Fair, Glasgow. This Tibor fabric shows the use of contrasting textured yarns which give an irregular striped effect.



Below: part of the "Colour and Texture" exhibition at The Times Furnishing Co. Ltd., High Street, Birmingham, where Tibor fabrics are featured in seven furnished room-settings.



Carpets make a home

One of the British Carpet Promotion Council's matrices supplied to retailers.

There Are Carpet Designs To Suit All Tastes And Pockets

MANY retailers are at present featuring carpets in window and showroom displays, and are planning special promotions during Carpet Fortnight which takes place next month. Some stores are stressing the variety of designs now available in New Elizabethan carpets, while others are emphasising the beauty of traditional themes.

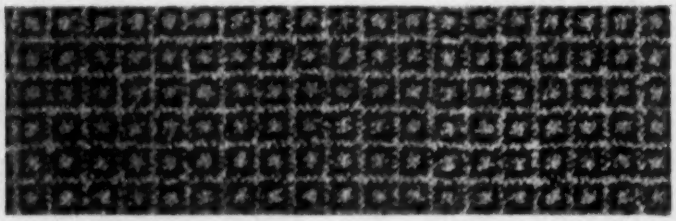
Whatever the style of home there is a carpet design suitable for completing the furnishing scheme, and on this page are illustrations of four carpets which prove the truth of the slogan "Carpets *make* a home."

From Henry Widnell & Stewart Ltd. come two contrasting carpet styles. One features a Persian design on a camel ground, and combines fawn with jewel-bright colours. The close-coverage makes this carpet suitable for use in rooms subjected to "heavy traffic." The other design is a small-scale check, supplied in a very wide range of colours. This design is suitable for the New Elizabethan home, and at the same time would blend successfully with older furniture.

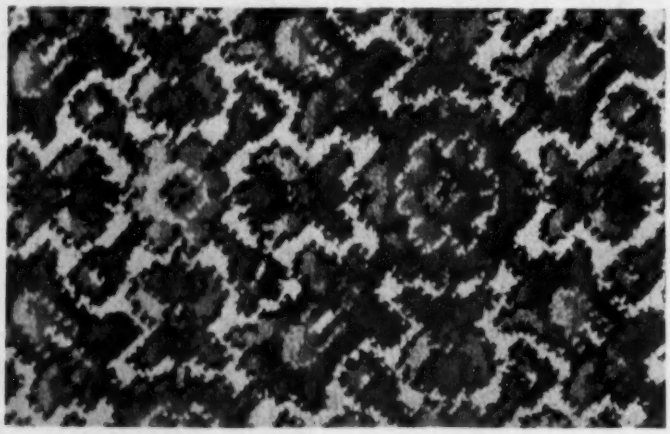
Another Persian design is James Templeton's Kirwan type with a graceful pattern carried out in this company's heavy spool Axminster.

Cotton carpets are proving popular sellers, and one of the newest designs is pictured here. This comes from A. Wolfson & Sons (Carpets) Ltd., and is available in rose, green and grey. These cotton carpets are made in sizes from 9 by 7½ feet to 12 by 9 feet. The easy-to-live-with design will fit into a wide range of furnishing schemes, both New Elizabethan and traditional styles.

Above: one of the latest designs in cotton carpets, from A. Wolfson & Sons (Carpets) Ltd. Below: Kirwan type Persian in heavy spool Axminster, No. 5930, by James Templeton & Co. Ltd.



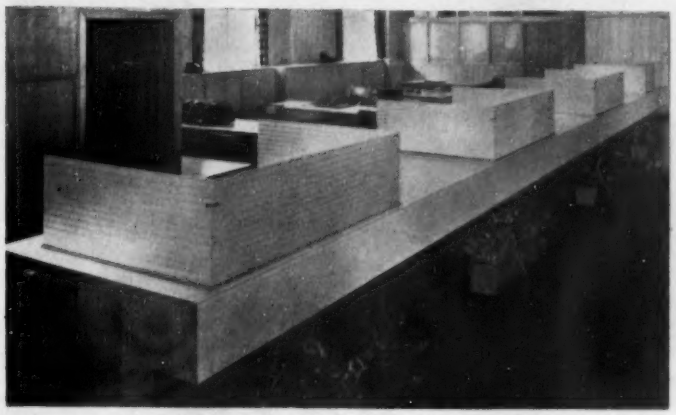
Small check design which can be coloured to meet individual requirements. Design No. 2017, from Henry Widnell & Stewart Ltd. This type of design meets the needs of buyers who favour a simple style and colour scheme, but do not want a plain carpet.



"Small Persian," No. 2009, by Henry Widnell & Stewart Ltd. The top work is largely fawn, jewelled with touches of bright colour.

NEW FROM THE MANUFACTURERS

A Modern Counting-House Counter

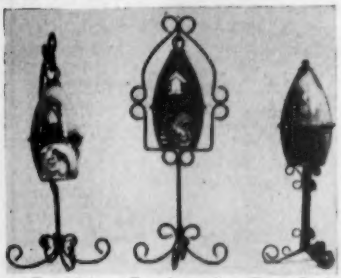


A new 29-feet long counter has been installed recently in the counting house of Harrison Gibson Ltd., Ilford, Essex, as part of a general re-decoration scheme.

The counter and apron are surfaced with Warerite plastics in a grey star-dust pattern, and sheets of fluted opaque glass are used to form the screened spaces for the staff.

Four boxes of attractive plants are fixed to the front of the counter and illuminated by concealed lighting under the apron.

Three Unique Steel Lamp Standards



Coombes, Gorring & Co., Ltd., 336-338 Lillie Road, Fulham, S.W.6, have been appointed sole selling agents for "Cravat" display tables and stands, electric fittings, hanging gardens, plant and posy vases and so on made by M. J. Feather, Ltd., of Yorkshire.

The three lamp standards in the picture are claimed to be unique. The lamp itself is made of steel and the light is emitted from the small window which is available in coloured glass, and also from the doorway where the squirrel is seen sitting.

Cecil's, upholsterers, have begun business at 136 Hollingbury Park Avenue. Brighton, Sussex.

Original Weaves At Moderate Prices

Moderately priced original and exclusive designs in contemporary weaves for coverings and curtains are being made by Fidelis Furnishing Fabrics. Ltd.

They are available in House and Garden and other modern colours.

The firm also handle plain ninon, nets, voiles, marquisette, sateen linings and taffeta.

On September 28 they move to larger premises at 296 Old Brompton Road, Earls Court, S.W.5. (Telephone, Fremantle 4961.) A small trade showroom will be opened.

New Work-Table For Ladies

A NEW lady's work table is being produced by W. P. Eglin, Ltd., Sowerby Bridge, Yorks.

The over-all measurements are 32 in. x 17 in. top x 16½ in. high and 15 in. x 10¼ in. x 5¾ in. inside box.

It is finished in oak, mahogany or Australian walnut wood veneers in natural or medium satin finishes.

The inside of the box is lined with "Vynide" p.v.c. coated fabric in delicate shades of green, blue or pink.

The table is attractively designed in contemporary style and of an ideal height for use with fireside, sewing or easy chairs. The large capacity box lined with hygienic stain-resisting "Vynide" p.v.c. coated fabric can be kept looking fresh and clean by a quick wipe over with a damp cloth.

When open in use there is still more than 2¼ sq. ft. of useful table area.

Table is constructed with detachable legs for easy transport and stocking by the wholesaler or retailer. It retails from approximately £4 18s. 6d. (including purchase tax).

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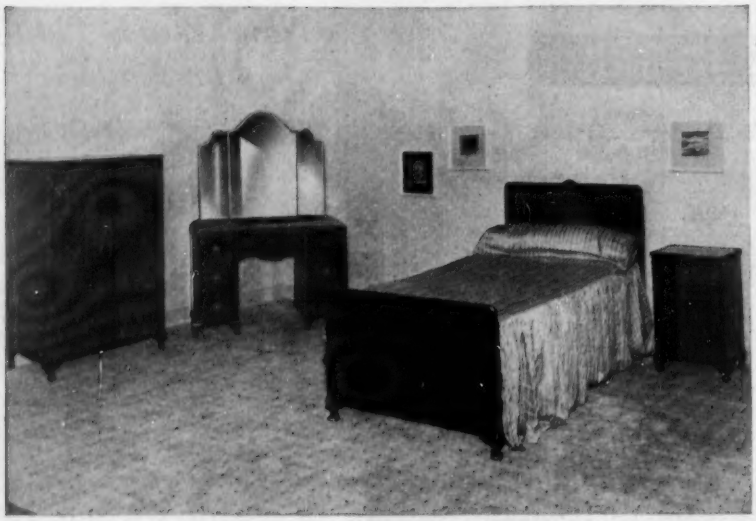

BCM

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Bath Cabinet Makers' Suites are all soundly constructed of fully seasoned woods to ensure long service. This Bedroom Suite includes: 4′ 0″ Hanging Robe, 3′ 0″ Fitted Robe, 5′ 0″ Robe ½ Fitted, 3′ 6″ Dressing Table, 2′ 9″ Tallboy, Bedside Cabinet, Stool, 3′ 0″ and 4′ 6″ Beds. 1/21

BATH CABINET MAKERS

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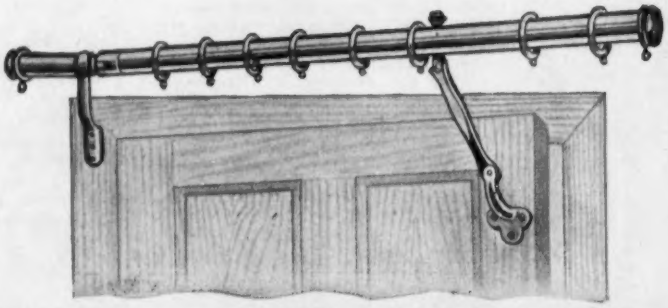

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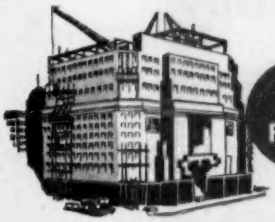

ADVANCE NEWS OF FURNISHING CONTRACTS

Country-Wide Furnishing Chances

MANCHESTER. Mr. H. A. Yearsley, 15 Alan Road, Withington, is the architect for reinstatement of the Victory Cinema, Charles Street, Blackley, for Victory Pictures (Manchester), Ltd.

Manchester E.C. reports that sketch plans have been approved for the first instalment of the proposed Irwell Further Education College at Water Street area to provide classrooms, laboratories, workshops, common room, library, canteen, offices, etc., at an estimated cost of £169,967. This stage is included in the current year's building programme.

SCARBOROUGH. Mr. W. S. Gray, 31a Holbeck Avenue, Scarborough, is the architect for a proposed entertainments pavilion at Wallis's Cayton Bay Holiday Camp, estimated to cost £34,000. Work is expected to commence shortly.

BERMONDSEY. The B.C. reports that the architect has prepared a scheme for the reinstatement of the Town Hall, to include a hall to seat 600, offices and committee rooms, mayoral suite and council chamber. Detailed plans are to be prepared.

LONDON. Rebuilding works at Inner Temple, E.C.4, for the Hon. Societies of Inner and Middle Temple. The rebuilding of the Carpmael Building, for which the contract has been placed, is expected to cost £200,000.

WHITLEY BAY. Erection of ice rink at Hill Heads for Durham Ice Rinks, Ltd. Architect: Clarence Solomon, St. Mary's Place, Newcastle-on-Tyne.

ABERDEEN. Modernisation of the east wing of Glenburn Hospital has been approved by the North Eastern Regional Hospital Board.

DONCASTER (Yorks). Roger Preston and Partners, 15 North Audley Street, London, W.1, are recommended to Sheffield Regional Hospital Board as the consulting engineers for development at the Infectious Diseases Hospital.

HARLOW (Essex). New Group Practice and Clinic centres are proposed at Nuffield House, The Stow, Mark Hall, and Sydenham House, Long Ley, Netteswell, by the Nuffield Provincial Hospitals Trust, for which the architects are respectively Booth and Ledeboer, 14 Lincoln's Inn Fields, London, W.C.2, and F. Shaw, Harlow Development Corporation.

MELTON MOWBRAY (Leics). Further accommodation for staff at Melton Mowbray Infirmary has been approved by the Sheffield Regional Hospital Board.

2 OLD PEOPLE'S HOMES

MIDDLESEX. Middlesex C.C. Welfare Committee has approved estimate of £42,251 for the erection of home for 41 aged persons at rear of Fairfield House, Chase Side, Southgate. The lowest tender for adaptation of Woodhill House, Essendon, as a home for 50 old people amounts to £10,719.

MORAY and NAIRN. Northern Hospital Board has had plans prepared for a maternity department proposed at Nairn General Hospital.

NORTH-EAST. Hospital contracts in Northumberland include: Erection of two 50-bed villas at Prudhoe and Monkton Hospital for Newcastle Hospital Board, "Dunira," Osborne Road, Newcastle-on-Tyne. P. H. Knighton, Board's chief architect.

Erection of two 40-bed villas at St. George's Hospital, Morpeth, for Newcastle Hospital Board. P. H. Knighton, Board's chief architect.

WARRINGTON. Health Committee has approved for submission to M.H. schemes to provide clinic at Garven Place, at an estimated cost of £39,461, or clinic and offices for the health services and M.O.'s staff, at £54,817.

LINGFIELD. The architects for three buildings at Lingfield Epileptic Colony, for Christian Service Union, are Chilton and Waters, Loxfield Chambers, Uckfield. The cost is about £35,000.

BERKSHIRE. Plans approved by the C.C. for erection of an aged persons' hostel at Larchfield estate, Maidenhead, the cost of which is estimated at about £40,000.

BOLDON. Application has been made for a £25,000 building licence for the rebuilding of Boldon Colliery Social Club and Institute, Ltd. The architects are W. Dixon and Son, 1 Collingwood Street, Newcastle-on-Tyne.

CAMBERWELL. B.C. is to allocate site at Crawford Road and Coldharbour Lane to London Council of Social Services for the erection of King George VI Foundation Memorial Club.

B.C. reports that Ministry has approved erection by direct labour of a community centre at Denmark Hill estate, at £13,824.

ETON. Erection of the new Farrer House at Eton College is proposed at a cost of about £200,000, for which the architect is Sir William Holford, 5 Cambridge Terrace, London, N.W.1.

GLASGOW. Water Committee has agreed that loan of £8,000 be sought for construction of hostel at Trossachs Pier for the crew of the steamer and car park personnel.

KIRKCALDY (Fife). Tenders will be obtained by the T.C. in the near future for the erection of a community centre at Hayfield, to cost about £4,700.

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Progress is the result of mankind being dissatisfied with his lot or the thing he has made. Pioneers, those heralds of progress, are men who are never happy unless they are discontented.

For our part we like to belong to this "unhappy breed"; we, too, like to challenge the accepted, seek to improve what most others think is the very best. We produce a good product. Everyone is satisfied, except us. We want to go one better.

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Furniture Making Needs A Professional Diploma

National Education Policy Is A Job For The Whole Industry

MANUFACTURING TECHNIQUES AND IDEAS

THIS month another academic year begins. At technical and art colleges all over the country learners, apprentices and students are once more beginning courses to qualify themselves for their places in our industry.

In the recognised furniture centres the available courses cover most of the ground required to produce well-trained furniture technologists, and men from other areas are generally able to move in to get the benefit of these courses.

There is not, however, any recognised qualification at which a student can aim with the confidence that it will establish him as a fully-trained furniture technologist wherever he goes. To cover the whole ground, too, he must burden himself with a good deal of extraneous training which will never be of any practical use in his particular field.

Standard Qualification

There is only one answer to this. Furniture manufacturers — as individuals, not as firms—must organise themselves into a professional body, organise their training facilities, and agree on a standard qualification in furniture technology.

At the lower end of the scale, thanks to the City and Guilds of London Institute craft examination courses, the ground is fairly well covered. These courses in wood machining, cabinet making, chair making, polishing and upholstery have recently been considerably widened, and include most of modern furniture manufacture at the learner or apprentice level.

As we go higher up the scale of training the relevance of the qualifications achieved becomes less and less. Worse than that, agreement has by no means been reached on recognition of these qualifications.

Having gained his basic qualification of the City and Guilds examination, an ambitious craftsman would probably turn to the Institute of Industrial Administration examination in Foremanship and Management. Now he begins to experience difficulty in finding a course of training.

In the main furniture-making areas he will find a suitable course at the principal technical colleges. The High Wycombe College of Further Education, for example, has an evening course for this examination, run by its furniture department, and going to an advanced level.

When this lad chose his Technical College course he looked for a career in which he could get on. Would it be furniture?

Not Confined To Furniture

Beyond this there are a number of advanced diplomas and certificates, all with some bearing on furniture manufacture, but not one of them specifically directed to that field.

The Timber Development Association, for instance, has a Diploma and Higher Certificate in Timber Technology. As an evening course the Diploma takes three years; the Higher Certificate is more advanced. These courses produce a high qualification in one aspect of furniture manufacture, but only one.

Some of the colleges issue a diploma in furniture manufacture or in some of its aspects, but without national guidance they do not achieve a uniform standard which can be used as a yardstick of training background.

The National Diploma in Design, at about the degree level, is awarded in furniture or interior design, and is usually taken by students who have already been awarded a technical college diploma, or by arts college students. As the title implies, the accent here is heavily on design, and possession of the diploma does not necessarily imply any large acquaintance with production techniques.

A student specialising in design may aim at membership or fellowship of the Society of Industrial Artists, or ultimately at the Royal Society of Arts award, the R.D.I. (Royal Designer for Industry) which, however, is limited to a restricted number of living members.

Facilities Increasing

Facilities for advanced training in furniture technology are slowly increasing. The Technical College for the Furnishing Trades at Shoreditch is adding an advanced fourth year to its Diploma course. An important advance at High Wycombe is the opening of the new building for the High Wycombe College of Further Education this month.

The Furniture Department of this college is extremely well equipped in this new building. It has a full range of production machinery and a kiln, in addition to the facilities previously provided, and the workshops are very commodious.

In view of the large scale and increasing mechanisation of the industry, this and other colleges are establishing courses to cover the new techniques, methods and materials used in the latest production methods.

Subjects covered include such things as wood bending, pre-forming, pressure moulding, new adhesives and their curing by such methods as radio frequency, strip heating, infrared ray, and so on, the principles of jig-making and assembly methods, possibilities of machines and their arrangement, and—under finishing—the application of cellulose and synthetics by spray methods, quick drying, and so on.

At Wycombe, particularly, provision has been made to give instruction under all those headings, and new equipment is being installed for experiment in new methods and the

(continued over page)

To Recruit Ambitious Youngsters, Furniture Industry

(*from previous page*)

possibilities afforded by the new materials available to the industry.

Other colleges, such as the West of England College of Arts at Bristol, have developed advanced courses intended to train craft teachers.

It is impossible to give a complete national picture of the training facilities available to the industry without taking some sort of a census of every region in which furniture manufacture is carried on. The result of this dispersal of effort is that although ever more facilities for further training are being made available, each region is developing along individual lines and men for the higher supervisory and management grades are being trained on a hand-to-mouth basis. Yet without a good supply of well-trained men for these grades the industry cannot progress as it should.

Status Affected

This subject affects not only the progress and efficiency of the industry, but its status as well. Many complaints can be heard of the quality of recruits to the trade, and the difficulty of finding suitable men for the higher posts. Much of the trouble is due to the lack of incentive for ambitious young men to enter the industry.

We cannot escape the conclusion that there is only one remedy: the establishment of a responsible body to fix professional standards of training which can be recognised both inside and outside the industry as a guarantee of a man's capacity. In short, we need an Institute of Furniture.

Considerable effort is already being made towards this end. The matter has been discussed by the Furniture Committee of the London and Home Counties Regional Advisory Council for Higher Technological Education, and a number of manufacturers, technical college representatives and so on are striving to arouse interest in it. But they lack support from the body of the industry.

Basis Must Be National

If the efforts are to succeed they must be made on a national basis. Representatives of the whole industry must reach agreement on the form of such an Institute, its membership, and the form of an educational programme or syllabus on which an acceptable qualification can be based.

There are three bodies concerned with the industry nationally: they are the British Furniture Manufacturers' Federated Associations, the Furniture Makers' Guild, and the Furniture Development Council.

The B.F.M. is primarily interested in manufacturers' problems as producers, and represents the majority of manufacturers in the country. It is probably the best able to collate their opinions on any subject, including this one, and to interest them in the project.

On the other hand, the Furniture Makers' Guild, though of a restricted membership, not all manufacturers, is committed to studying the welfare of the industry and its status. Such an effort to raise the industry's status as the formation of an Institute must, it seems, receive its active support. Indeed, several of its members, individually, are among those who are working to this end.

Development of the industry's efficiency is the province of the F.D.C., and any attempt to raise the industry's professional standards must receive that body's support. The F.D.C. does, in fact, appear to be interested in the establishment of an Institute.

If these three bodies were to get together the ground could be prepared for the regular establishment of an Institute by Act of Parliament. But first there must be the demand from their members. It is, in fact, the responsibility of the individuals who are comprised in the industry as a whole.

Membership or Diploma

An Institute would reward practical and theoretical qualification by membership or diploma, which would provide the target for ambitious recruits to the industry. It would sponsor a national educational policy —a unified standard of attainment which could be recognised as fitting its holders for particular posts.

The London and Home Counties Regional Advisory Council and the City and Guilds are, we understand, now working together on advanced courses which, with appropriate educational and industrial experience, might form the basis of such a qualification as the Institute would recognise.

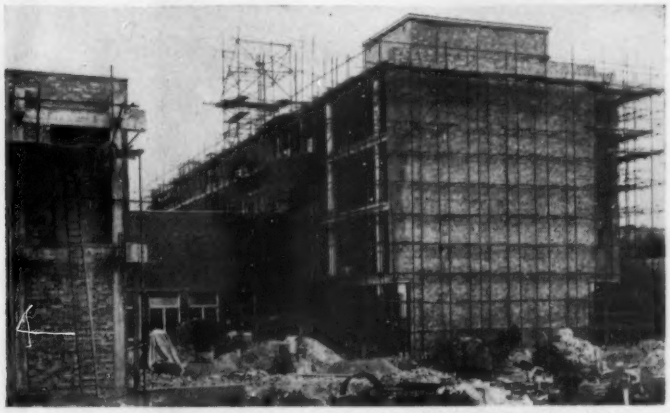
Whether the Institute, when formed, would aim first at a fairly high single standard for membership, or would aim at comparable grades to associate membership, membership and fellowship, remains to be seen.

Three To Six Years

Perhaps something on the lines of the National Certificate might be envisaged: a three-years course for the equivalent of Ordinary, a further two-years course for the Higher, and beyond that an extra year for Endorsement. Such a six years' programme of study, backed up by experience in industry, should produce men capable of holding any position in the industry.

An evening session on practical craftsmanship at Cardiff Technical College.

Must Offer A "Target" Of Recognised Qualifications



The new College of Further Education, High Wycombe, during construction.

Whatever the details of the programme, the syllabus would almost certainly include much the same subjects for study. Obvious essentials would be Wood Technology and Workshop Technology, and these would have to be supported by Mathematics and a certain standard of Chemistry and Physics. For higher qualifications necessities would be any or all of the following: Production Control, Costing, Work Study and Designing for Production.

Scope of Syllabus

Wood Technology would cover the various types of wood available for furniture manufacture, their mechanical properties and machining qualities, and their suitability for bending, forming and lamination.

Workshop Technology would cover a wide range. It would include wood machining, machine maintenance, methods of manufacture, jigs, tools and fixtures, metrology and alignments, methods of finishing, glueing, bending and forming, and construction methods.

Modern furniture manufacture requires a certain knowledge of chemistry and physics. The properties of the latest finishes and adhesives, as well as of animal glues, necessitate a study of the former, while the required knowledge of physics would include heat, hydraulics and pneumatics (use of air and oil presses), and mechanics and applied mechanics.

These studies would be impossible without some knowledge of mathematics. Studies in this subject would have to be taken at least to the National Certificate standard.

The stage to which studies in these subjects should be carried depends on the standard of qualification at which the Institute would aim.

Industry Must Provide Demand

It is already possible, of course, to cover this ground at technical schools and colleges, but not as one co-ordinated course of study. Such a course will not be laid down until the industry provides a demand for it.

At present furniture education is suffering the effects of a vicious circle. The industry is short of qualified men because there are not sufficient facilities to provide them. Useful material for recruitment passes the industry by because there is no qualification to aim at. Hence there is no demand for the facilities which we should like to see made available.

Danger of Spiral

The danger here lies in the possibility of this circle becoming a spiral, with fewer and fewer qualified men, facilities, and recruits becoming available.

Only at one point can the circle be broken. The initiative must come from the industry. This article outlines a way.

Of the progressive people who are already striving to bring an Institute of Furniture into being, not all are of one mind on the form it should take, the qualifications for membership, or the type of award for qualification. As their numbers grow, it will be no more than natural that the divergences of opinion will grow with them.

It must be remembered that these differences are on details, however important they may seem to be. It is more important to all of them to form an Institute than to determine on what lines it shall be run. After all, provided the basis is sound, the detail can be adapted in the light of

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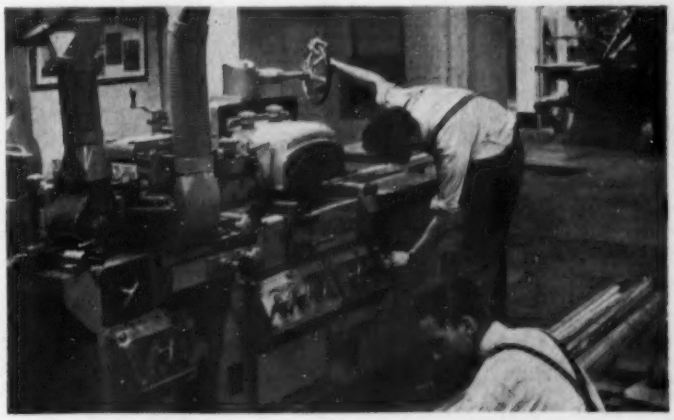
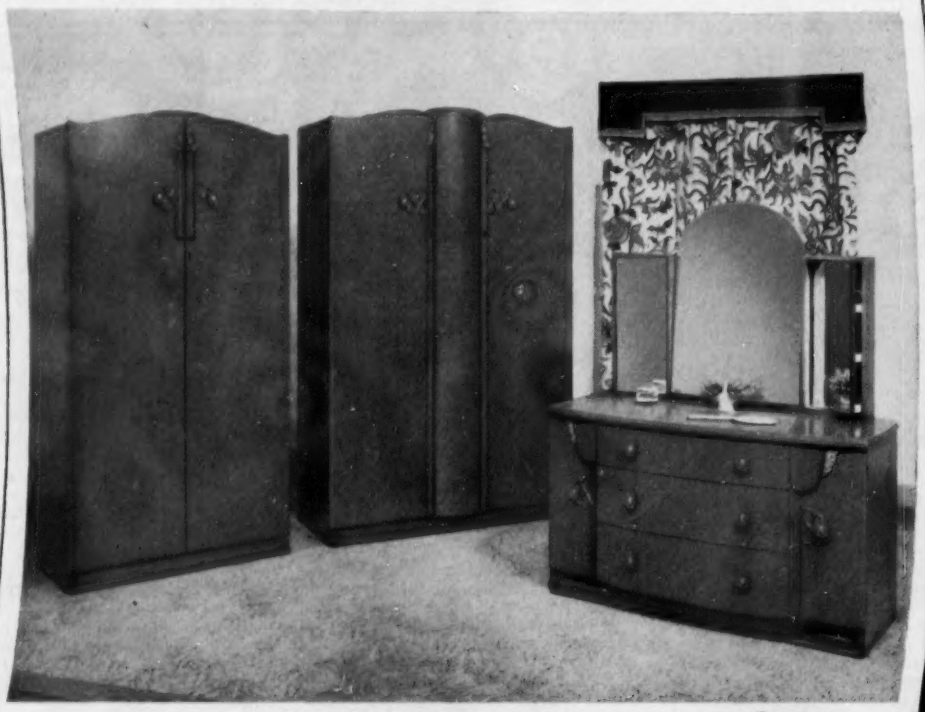


This Wadkin high-speed moulder, complete with dust extraction system, is installed at Leicester College of Technology.



Eye-catching Style
—at the Right Price

The light-hearted gaiety of the Wyvern oak bedroom suite—note the Spin Wing Cosmetic Side Mirrors—takes the customer's eye at once. And the quality of workmanship bears the closest inspection. Yet the price is right for big sales. May we send you photographs and descriptive literature?

Sheffield Cabinet Company Limited, Stadium Works, North End Road, Wembley

HARDWOOD MARKET
By Quercus

H.P. Freedom Is Affecting Demand

THERE continues to be a lively demand for nearly all species of hardwood and it is becoming steadily apparent that the easing of restrictions on hire purchase agreements is making its influence felt in all the trades—furniture, radio, television and so on—in which hardwood is used. As far as the importing section of the trade is concerned, most importers are now engaged in adjusting their forward purchasing schedules to meet the changed conditions engendered by the Government's refusal at this juncture to agree to a reopening of the dollar hardwood market. Although this decision was not unexpected, there was always the lingering hope that this summer would have seen full freedom restored to the trade. This now seems most unlikely and, with an eye on the need for redressing the unbalanced stock position, importers are re-entering the forward market once again.

* * *

As far as the West African hardwood market is concerned, latest reports indicate that the demand for mahogany is poor, although this is offset by the fact that the United States is believed to have re-entered the market. It is understood that several contracts have been arranged at very high prices. This, it is thought, may ultimately have some repercussion on the U.K. market.

* * *

The main item of news in the plywood trade has been the announcement that plywood made solely from softwood can now be admitted into the U.K. from dollar countries on an open individual licence. Hitherto, import has only been allowed from these countries under specific import licence. Plywood made from softwood or hardwood is already on open individual licence from non-dollar countries. Plywood made from hardwood, however, remains on specific licence from dollar countries. The dollar countries concerned in the new announcement are Bolivia, Canada, Colombia, Costa Rica, Cuba, Dominican Republic, Ecuador, El Salvador, Guatemala, Haiti, Republic of Honduras, Liberia, Mexico, Nicaragua, Panama, the Philippines, the United States, and Venezuela.

New U.S. Belt Shapesander

TO sand wood stock of straight, curved and serpentine shapes in various thicknesses, Timesavers, Inc., of Minnesota have produced the model B belt shapesander illustrated here.

The feed roll operates on a pivot action and is claimed to accommodate easily all types of stock with a stock thickness tolerance of 1½ in. over lengths of 18 in., with smooth and ripple-free sanding producing high quality finishes.

Plywood panels can be handled, the makers say, even though not absolutely flat, without danger of sanding through the face. Paper or cloth abrasive belts can be used with equal success, and belts can be quickly changed, limiting idle time for the machine to three or four minutes.

Machine On "Danger" List

A RECENT issue by the Ministry of Labour and National Service is the Dangerous Machines (Training of Young Persons) Order, 1954 (S.I. 1954, No. 921—H.M.S.O., 2d.). It prescribes dangerous machines at which a young person must not work unless he is fully instructed as to its dangers and precautions to observe, and either has received sufficient training or is under adequate supervision.

Semi-automatic wood turning lathes have been added to this current list, which includes the machines listed in the previous order of 1938.

High-speed Moulder

RECENT addition to the woodworking equipment produced by Ekstrom, Carlson & Co., U.S.A., is the No. 464 high-speed moulder, with a rough stock capacity of 6½ by 4½ in.

A special feature is that the spindles can be independently operated at pre-selectable spindle speeds of 3,600, 4,800, 5,400, 6,000 or 7,200 r.p.m. without the use of a frequency changer.

Dimensions of the new moulder are 96 in. long, 53½ in. wide and 58 in. high.

National Education Policy

(*from page 63*)

experience. And there are already several models to be used as a pattern.

Advice on the actual standards to be set for examinations will be readily forthcoming from, say, the City and Guilds of London Institute, who might well act as the examining body.

If the support for the idea is forthcoming from the individual manufacturers the entire scheme can be accomplished in the next couple of years or so. By the end of that time it may be urgent.

Win Friends, Popularity With Little Tricks of Everyday Talk

A well-known publisher reports there is a simple technique of everyday conversation which can pay you real dividends in both social and professional advancement and works like magic to give you added poise, self-confidence and greater popularity. The details of this method are described in a fascinating booklet, "Adventures in Conversation," sent free on request.

According to this publisher, many people do not realise how much they could influence others simply by what they say and how they say it. Whether in business, at social functions, or even in casual conversations with new acquaintances, there are ways in which you can make a good impression every time you talk.

To acquaint more readers of this journal with the easy-to-follow rules for developing skill in everyday conversation, the publishers have printed full details of their interesting self-training method in a 24-page booklet, which will be sent free to anyone who requests it. The address is Conversation Studies (Dept. FW/CSI), Marple, Cheshire. Enclose 2½d. stamp for postage.

DIVANS

The keenest
VALUE in
the trade — backed
by Guaranteed QUALITY

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BRITISH
GOOD HOUSEKEEPING INSTITUTE
GUARANTEE
REFUND OF MONEY OR REPLACEMENT IF NOT IN CONFORMITY WITH THE INSTITUTE'S STANDARDS

B.S.S. 1677

Divans that will double your sales—prices that will bring them in and quality that sells on sight! Retailing from as low as £8 . 13 . 4 to the best seller illustrated above—8″ Divan Set with attractive rayon damask, 10 years' Guarantee, built to B.S.I. Standards and awarded the Good Housekeeping Institute Seal of Guarantee.

SILENTNIGHT Divans are backed by the same service as the famous Mattresses, prompt attention to all enquiries and orders, and 7-DAY DELIVERY.

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MATTRESSES & DIVANS

CLARKES MATTRESSES LTD.

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CITY NEWS + CITY NEWS + CITY NEWS + CITY NEWS + CITY N

Trading Results

Leslie's Stores Increase

Consolidated trading profit for the year to March 31 of **Leslie's Stores** (controlled by G.U.S.) was £145,392 compared with £129,186 last year. After tax, etc., net profit was £29,506 (£37,803 last year).

Crossley-Carpet Trades Issue

Announcing an interim dividend of 7½ per cent, less tax, on the £883,390 Ordinary capital, the directors of **John Crossley-Carpet Trades Holdings, Ltd.,** recommend a scrip issue to Ordinary shareholders on a one-for-one basis, subject to Treasury consent. First merger accounts of the company (for the period ended December 5, 1953) showed a group trading profit of £1,452,727. The directors state that profits for the first half of the current year exceed those for the corresponding period.

The Gazette

THE BANKRUPTCY ACTS 1914 and 1926

Bankruptcy Proceedings

Robert James **Jarvis,** Quarella House, Quarella Road, Bridgend, Glam, lately carrying on business at 9 Dunraven Place, Bridgend, in partnership with Victor Charles Jones under the style or firm of V. C. Jones and Jarvis, furniture dealer. Receiving Order and Order of Adjudication August 24.

James William **Thomas,** lately carrying on business at 76 Shepherd's Bush Road, Hammersmith, London, W.6, as Thomas (Furnishers), retail furnisher. Order of Adjudication August 18.

INCREASES OF CAPITAL

Quetta Carpets, Ltd., Armour House, St. Martins Le Grand, E.C.1.—Increased by £7,500, in £1 Ordinary shares, beyond the registered capital of £30,500.

Easterns, Ltd., Adam House, 1 Fitzroy Square, W.1.—Increased by £275,000, in 2s. Ordinary shares, beyond the registered capital of £640,000.

Gateshead Cabinet Company, Ltd., 136-138 St. Cuthberts Road, Gateshead.—Increased by £2,000, in £1 Ordinary shares, beyond the registered capital of £1,000.

Swifts (House Furnishers), Ltd., 53 Stanley Road, Bootle, Liverpool, 20.—Increased by £20,000, in £1 5 per cent Non-Cumulative Preference shares, beyond the registered capital of £10,000.

CHANGES OF NAME

Price Brothers Somerset (Holdings), Ltd., manufacturers of mattresses, divans, etc., South Street, Wellington, Som.—Name changed to Price Brothers & Company (Relyon), Ltd., on July 3, 1954.

Brigray Manufacturing & Export Company, Ltd., furniture, etc., 61 Portland Place, W.1. — Name changed to Brigray, Ltd., on July 8, 1954.

Cordners (London), Ltd., furniture manufacturers, etc., c/o Pitman, Wood & Co., 27 Old Bond Street, W.1.—Name changed to McCartney & McMillen, Ltd., on July 22, 1954.

NEW COMPANIES

The undermentioned particulars of new companies are taken from the Daily Register compiled by Jordan & Sons, Ltd., Company Registration Agents, 116 Chancery Lane, W.C.2.

Withey & Partners, Ltd.—Registered July 23, 1954. Laurence Pountney House, Laurence Pountney Lane, E.C.4. To carry on business of manufacturers of and dealers in plywood, hardwood, softwood, hardboard, synthetic and plastic materials, etc. Nominal capital: £10,000 in £1 shares (9,000 Cumulative Preference). Directors: To be appointed by Subscribers.

R. L. Johnston, Ltd.—Registered July 23, 1954. 47 Allesley Old Road, Coventry. To carry on business of soft furnishers, etc. Nominal capital: £2,500 in £1 shares. Directors: R. L. Johnston, 47 Allesley Old Road, Coventry; A. C. Taylor, 38 The Chesils, Coventry.

Woodcrafts Furnishing Co., Ltd.—Registered July 24, 1954. 153 Fenchurch Street, E.C.3. Nominal capital: £1,000 in £1 shares. Directors: M. Hurst and Mrs. L. Hurst, 12 Winnington Road, N.2.

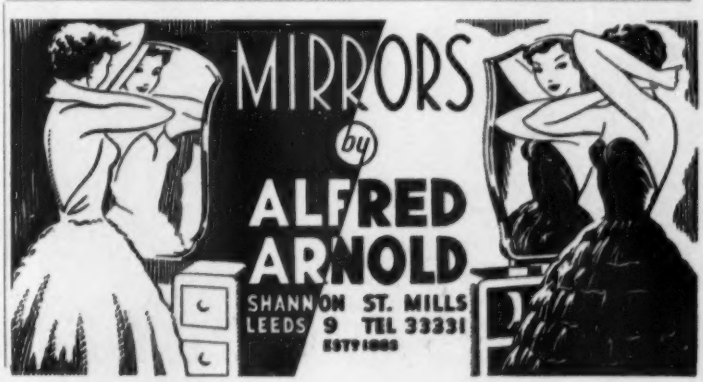
E. L. Head, Ltd.—Registered July 15, 1954. 6 High Street, Fulham, S.W.6. To carry on business of manufacturers and sellers of furniture, including school furniture and nursery equipment, etc. Nominal capital: £10,000 in £1 shares. Directors: E. L. Head and Mrs. K. M. Head, 104 Palewell Park, East Sheen, S.W.14.

Home Furnishers (London & County), Ltd.—Registered July 15, 1954. Haymarket Court, 31/2 Haymarket, S.W.1. Nominal capital: £10,000 in £1 shares. Directors: S. Graber, 19 Middleton Road, N.W.11; Eileen Andrews, 83 Canonbury Road, Islington, N.1.

M. & B. Marks, Ltd.—Registered July 17, 1954. 20 Dovecot Street, Stockton-on-Tees. To carry on business of house furnishers, etc. Nominal capital: £5,000 in £1 shares. Permanent directors: B. M. Marks and Mrs. T. Marks, The Gables, Oxford Road, Linthorpe, Middlesbrough.

"Chaircraft," Ltd. — Registered June 17, 1954. 71 Roundwell Street, Tunstall, Stoke-on-Trent. To carry on business of house furnishers, upholsterers, furniture manufacturers, etc. Nominal capital: £1,000 in £1 shares. Directors: Colonel A. Tomlinson, Cairn Dhu, Raginnis Hill, Mousehole, Cornwall; C. C. Tomlinson, 5 Lawton Street, Rookery, Stoke-on-Trent; F. N. Tomlinson and H. C. Tomlinson.

(continued over page)



(*from previous page*)

Millers (North Road), Ltd.—Registered June 17, 1954. 160, 162 and 164 North Road, Preston, Lancs. To carry on business of dealers in baby carriages, perambulators, invalid chairs, bicycles, motor cycles, motor cars, wheels, tyres and spare parts, nursery furniture, toys, sports goods, musical instruments, etc. Nominal capital: £2,000 in £1 shares. Directors: W. Myers and Norah Myers, 160 North Road, Preston.

Cleveland Joinery & Cabinet Co., Ltd.—Registered June 19, 1954. 14 Devonshire Square, E.C.2. Nominal capital: £500 in £1 shares. Directors: W. E. Swann, 218 Balaam Street, Plaistow, E.13; F. C. Swann, 124 Parkland Grove, Ashford, Middx.

Cambrian Bedding, Ltd.—Registered June 10, 1954. Nominal capital: £1,000 in £1 shares. Directors: T. W. Castle, Glen Rosa, High Walls Avenue, Dinas Powis, Glam; E. C. Hodge, 59 Partridge Road, Roath, Cardiff.

Stockroom Dates

for week beginning September 13

Manufacturers are asked to note that details of stockrooms must reach the Editor by the Friday preceding the date of the issue in which the insertion is requested.

NATHAN AGRAN, LTD. September 13 to 16 at Grand Hotel, **LINCOLN,** Mr. S. Stone in attendance; September 14 to 16 at Grand Hotel, **BRISTOL,** Mr. D. F. Lewis in attendance; September 13 to 17 at New Millgate Hotel, Long Millgate, **MANCHESTER,** Mr. P. Tweedale in attendance.

* * *

F. AUSTIN (LEYTON), LTD. September 13 to 17 at New Continental Café, Queen Street, **CARDIFF.**

* * *

EXELOAK, LTD. September 13 to 18 at Angus Room, 55 Park Lane, **LONDON, W.1.** Mr. J. Bobroff and Mr. E. Davis in attendance.

* * *

J. B. HEATH. September 13 to 17 at Holborn Restaurant, **LONDON, W.C.1.** Mr. J. B. Heath, Mr. Max Gibson and Mr. W. Cowlishaw in attendance.

* * *

GEORGE HENSHER, LTD. September 13 to 16 at Regent Cinema, Prince of Wales Road, **NORWICH.**

* * *

JOYNSON, HOLLAND & CO., LTD. September 13 to 17 at Holborn Restaurant, **LONDON, W.C.1.** Mr. D. L. Mason in attendance on two days.

* * *

HARRIS LEBUS, LTD., will hold the following stockrooms during the week beginning September 13: Y.M.C.A. Halls, Constitution Road, **DUNDEE** (Monday to Thursday), Mr. D. F. Paterson; Church Institute, Albion Place, **LEEDS** (Monday to Thursday), Mr. H. Chadwick; Nether Congregational Chapel, Norfolk Street, **SHEFFIELD,** 1 (Monday to Thursday), Mr. J. H. Bouch; Great White Horse Hotel, **IPSWICH** (Monday to Thursday), Mr. V. S. Holmes; Oxford Halls, 8 Eaton Place, **READING** (Monday to Friday), Mr. S. T. Stubbs; Star and Garter Royal Hotel, **WOLVERHAMPTON** (Monday to Thursday), Mr. R. F. Burton; Grand Hotel, **BOURNEMOUTH** (Monday to Thursday), Mr. W. Rowland; Royal Star Hotel, **MAIDSTONE** (Monday to Wednesday), Mr. T. E. Jones; Kensington Hotel, 22 College Square East, **BELFAST** (Monday to Friday), Mr. R. C. Langley; Church Hall, Lowfield Street, **DARTFORD** (Tuesday to Thursday), Mr. J. Hopkinson.

* * *

S. MORRIS & SONS (LEEDS), LTD. September 13 to 16 at Imperial Hotel, **NEWCASTLE-ON-TYNE.** Mr. C. H. Morris and Mr. A. Black in attendance.

* * *

MORRIS WILKINSON & CO. (NOTTINGHAM), LTD. September 13 to 17 at Royal Turk's Head Hotel, **NEWCASTLE-ON-TYNE,** Mr. S. D. Fairbourn and Mr. A. McKeown in attendance. Mackworth Hotel, **SWANSEA,** Mr. A. L. Bacon and Mr. R. L. Hill in attendance. Kenilworth Hotel, Queen Street, **GLASGOW,** Mr. R. V. Morris and Mr. F. W. McKeown in attendance.

* * *

MOSS PARTNERS (LONDON), LTD. September 13 to 17 at Lesser Free Trade Hall, **MANCHESTER.**

* * *

NICHOLS & JANES, LTD. September 13 to 17 at Holborn Restaurant, **LONDON, W.C.1.**

* * *

PARSLOW FURNITURE, LTD. September 13 to 17 at Stork Hotel, **LIVERPOOL.** Mr. G. H. Smith and Mr. W. R. Chapman in attendance.

* * *

L. SERLIN & SONS, LTD. September 13 to 17 at Royal Turk's Head Hotel, **NEWCASTLE-ON-TYNE.** Mr. W. Haw and Mr. M. Serlin in attendance.

SHRAGER BROS., LTD. September 13 to 17 at Grand Hotel, **BIRMINGHAM.** Mr. A. J. Davis and Mr. F. G. Waldron in attendance.

* * *

SKLAN (HEIRLOOM FURNITURE), LTD. September 13 to 17 at Town Hall, **LEEDS.**

* * *

STAG CABINET CO., LTD. September 13 to 17 at Royal Turk's Head Hotel, **NEWCASTLE-ON-TYNE.** Mr. Dudley G. Read and Mr. F. R. B. Hall in attendance.

* * *

STEEL BROS. (CABINET MANUFACTURERS), LTD. September 13 to 17 at Victoria Arcade, 32 Deansgate, **MANCHESTER,** Mr. R. C. Donaldson in attendance. Also at Connaught Rooms, 110 Queen Street, **CARDIFF,** Mr. C. A. Edginton in attendance.

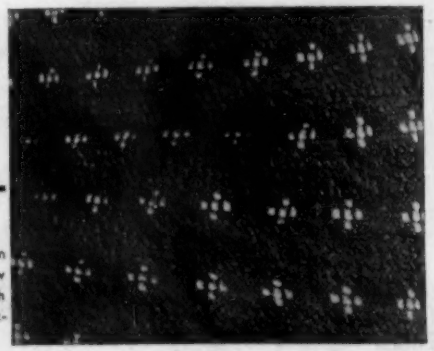
* * *

D. F. WEBBER & HARRISON. September 13 to 17 at Town Hall, **LEEDS.** Mr. J. H. Patrick in attendance.

* * *

L. WOLBERG, LTD. September 13 to 17 at Royal Turk's Head Hotel, **NEWCASTLE-ON-TYNE.**

Tibor



"TIBET"—Deep Textured woollen upholstery fabric in many new colours designed by Tibor Reich and produced by Tibor Ltd., Stratford-on-Avon.

"World" Service Bureau

Some Enquiries Answered

10,015.—"Fowlers" hospital beds.
10,016.—Linen carpet drugget.
10,017.—Loom commode chairs.
10,018.—Walnut corner cabinets.
10,019.—Address of Kaylee Transfers, Ltd.
10,020.—Walnut 3 ft. kidney-shaped dressing table.
*10,021.—"Joyce" upholstery cloth.
10,022.—Medium oak shoe racks.
10,023.—"Denette" prams.
10,024.—Commode chairs.
10,025.—Box-type chairs.
10,026.—Small upholstered bedroom tub chairs.
10,027.—"Parnall" washing machine.
10,028.—"Bourne Seal" polish.
10,029.—"Mrs. Dale" fireside chair.
10,030.—Mahogany dining sets, Queen Anne legs, bow-front sideboard, high-back dining chairs, Queen Anne leg tables.
10,031.—Pedestal lockers and cabinets.
10,032.—Piano manufacturers.
10,033.—Castors.
10,034.—"Rydura" furnishing fabric.
10,035.—Adjustable music stool.
10,036.—"Comfie" footstool.
10,037.—Replacing broken glass of glass ice bowl.
10,038.—Convertible wooden tray-tables.
10,039.—Address of the Good Housekeeping Institute.
10,040.—Tubular steel stools, chromium plated, with upholstered seats.
10,041.—Ivory rosette ornamentation applied to antique and reproduction mirrors.

* Means unanswered. Can any reader help?

COUNTY COURT JUDGMENTS

The following information has been taken from the Registry of County Court Judgments, the Treasury, S.W.1. Publication does not imply inability to pay. Debts may have been paid, or may refer to disputed cases.

Phillips (male), 41 Fore Street, Totnes, furnisher. £13 14s. 9d. July 24.

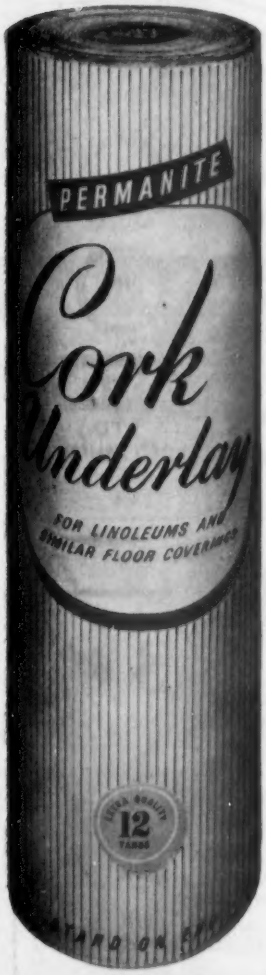
Garget, W. J. (male), Station Road, Forrest Hall, Newcastle-upon-Tyne, furniture dealer. £19 10s. 9d. August 6.

House of Curcon, Ltd., registered office 43 Headstone Road, Harrow, furniture dealers. £21 18s. July 22.

C. W. Catley & Co. (sued as a firm), 23 High Street, Corsham, furnishers. £29. July 24.

Cork Underlay

for under lino.



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INSULATES AGAINST NOISE
STOPS DRAUGHTS

IN ROLLS 12 yds. X 1yd. wide
20/6 (Subject)
Samples on request

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BLUED STEEL SPRINGS INDICATING FINE AND ACCURATE TEMPER AFTER MANUFACTURE—FOR SUPER RESILIENCY AND LONGER LIFE

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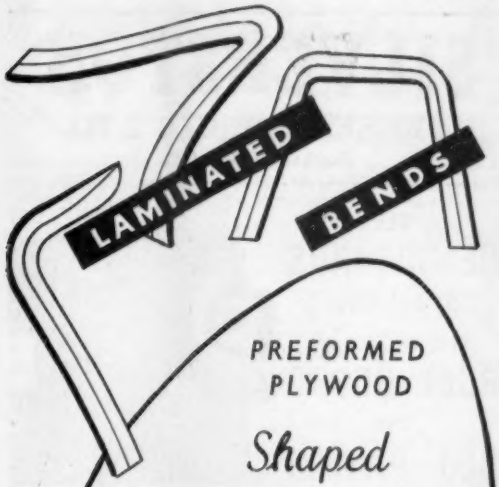

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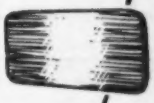
SEATS and BACKS

supplied to your own specifications



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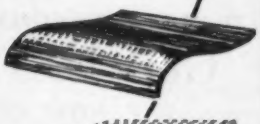
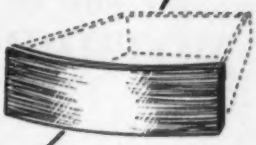
ALL TYPES OF LAMINATED CONSTRUCTIONAL BENDS AND PREFORMED PLYWOOD SHAPES





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These attractively designed household articles sell themselves on sight! Strongly made, attractively finished, moderately priced! Compare them quality for quality, price for price, and you'll find them far superior.

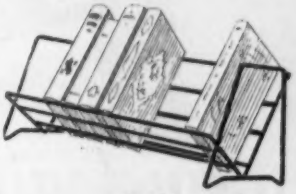
Write for details and Trade Terms.

101—SOAP and SPONGE RACK

Plastic Coated, will not peel, resistant to hot water.
Retail Price 7/- including Purchase Tax.

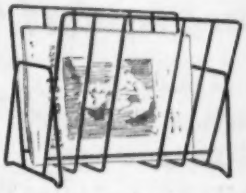
126—MAGAZINE RACK

Ideal for keeping magazines and newspapers tidy and handy. Strongly made. Most pleasing design. Finished in Cream, other colours to order.
Retail Price 21/- including Purchase Tax.



128—BOOK RACK

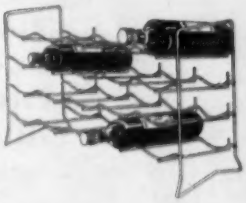
Modern design, Strong, Rigid, 18" long 8" high. Blends with any style of furniture or colour scheme. Finished in Cream, other colours to order.
Retail Price 21/- including Purchase Tax.

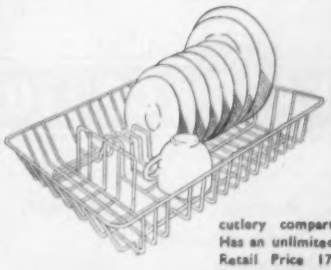


134A—WINE RACK

Stores correctly twenty Wine Bottles neatly and simply. Allows easy access and turning. Strongly made, easy to clean.
Retail Price 23/6.

134B—Smaller size to hold twelve Bottles—17/-.





153—DISH DRAINER

Plastic Coated, does not peel, resistant to hot water, soap and grease. Cushion protection for dishes, glassware and sink surfaces. Large plate holders and ample cutlery compartment. Size: 18"x13". Has an unlimited market.
Retail Price 17/6 including Purchase Tax.

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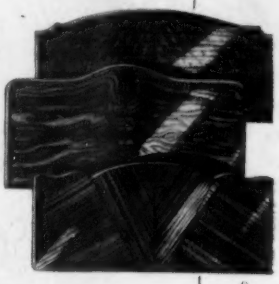

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SITUATIONS VACANT

CARPET SALESMAN. Young man with some experience for busy department. High earnings and prospects for capable man.—A. Adams & Son (Furnishers), Ltd., 31-41 Clarendon Road, Harrow 5171.

EXPERIENCED furniture salesman re-quired for West London, Average salary £15-20 per week. Excellent prospects. Saturday half closing day.—'Phone Bayswater 7694.

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FURNISHING Salesman, with all round experience of good medium-class trade, required for country town in South-East. —Full particulars with application: Box No. 9442 Furnishing World 180 Fleet Street E.C.4.

FURNITURE salesman required for large East Ham store. Good salary.—Apply: Mr. Lamerton, Davant, Ltd., 91-97 High Street North, East Ham, E.6. GRA 7017.

CARPETS AND BEDDING SALESMAN REQUIRED, MUST HAVE EXPERIENCE OF GOOD CLASS TRADE, PERMANENT POSITION WITH PENSION. —LENLEYS, BURGATE, CANTERBURY.

SITUATIONS VACANT

J. J. ALLEN, LTD. require fully qualified measurer for curtains, carpets, linoleums, experienced in good-class work. Car provided.—Apply in writing to: Sales and Merchandise Manager, The Quadrant, Bournemouth.

MANAGER/SALESMAN required for Kentish Town shop. Good wages and prospects for suitable applicant.—Apply: Mr. Dee, Davant Ltd., 131 Middlesex Street, E.1.

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WADES FURNISHING STORES LTD. invite applications for the position of General Manager for magnificent new store in Leeds. Applicants must be fully experienced in good-class furnishings, sales promotion and have an aptitude for display. No applicant will be considered unless present position is of managerial nature and has full knowledge of hire purchase trading. Remuneration £2,500 p.a.—Write giving details and particulars of experience, present position and a recent photograph, in confidence to: Mr. P. H. Kelsey, Dales Furnishing stores (Leeds), Ltd., 94-96 Briggate, Leeds, 1.

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REPRESENTATIVES WANTED

A. BAVEYSTOCK & CO. LTD. require a representative for Oxfordshire, Berkshire, Wiltshire, Hampshire, Dorsetshire, Sussex and Southern part of Surrey.—Applications to be in writing with full information to: Teesdale Works, Fairfield Road, Bow, London, E.3.

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REPRESENTATIVE required with good connections for Nottinghamshire. Dining-room sets, Bureaux and Bookcases. "Prestige Furniture."—Write, in confidence: W. Ford & Sons, Ltd., Racine Works, Garden Street, Sheffield, 1.

THOMAS GLENISTER, LTD., Temple Works, High Wycombe, require Representative resident in High Wycombe area for general outside duties.—Apply, in writing, in confidence, giving full details of career to date, age and remuneration required.

REPRESENTATIVE REQUIRED ON COMMISSION ONLY BASIS, TO CARRY HIGHLY COMPETITIVE RANGE OF BRITISH AND CONTINENTAL UNCUT MOQUETTES IN THE MIDLANDS AND POTTERIES. PREFERABLY RESIDENTIAL IN THIS AREA, BUT ESTABLISHED CONTACT WITH UPHOLSTERY MANUFACTURERS ESSENTIAL. EVERY SUPPORT WILL BE GIVEN TO SUITABLE APPLICANT. — BRUNSWICK FURNISHING FACTORS, LTD., 9-12 BRUNSWICK SQUARE, BRISTOL, 2.

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SITUATIONS WANTED

GENTLEMAN requires permanent and Progressive position, fully experienced furniture, carpets, soft furnishings, etc., in sales, buying, contracts; flair for display; unusually keen and expert salesman all departments, preparation of schemes, estimating, negotiations, will consider any reasonable offer, etc.—Box No. 9417 Furnishing World 180 Fleet Street E.C.4.

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SALES BY AUCTION of textiles, haberdashery, smallwares, clothing, underwear, wearing apparel, footwear, piece-goods and household linen at new Auction Premises to be opened at 2 Minories, Aldgate, London, E.C.3. First sale on September 16 and fortnightly thereafter. Payment guaranteed four days from sale date. Kindly send details of surplus, sub-standard or redundant stocks of any of the above and any allied lines to.—Textile & Haberdashery (Auctions), Ltd., 2 Minories, Aldgate, London, E.C.3. Tel.: ADVance 1103.

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SHAPED AND FLAT VENEERING done to the trade.—Call or telephone Veneer Pressing, Ltd., 45 Virginia Road, E.2. Sho. 6800.

WANTED

FURNISHING BUSINESS with considerable turnover welcomes manufacturers' catalogues for all classes of furnishings (including office).—Crowhide, Ltd., 9-13 Brunswick Road, Shoreham - by - Sea, Sussex.

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BUSINESSES FOR SALE

FURNITURE FACTORY (Limited Company) for sale as a going concern. Leasehold premises near Central London about 14,000 sq. ft. Good order book. Price £7,500. Genuine reasons. Principals only. —Reply Box No. 9449 Furnishing World 180 Fleet Street E.C.4.

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SUSSEX Coastal Town Furnishing Business. New, Used. D.F. shop. Good living accommodation, 7 rooms, Freehold £3,000. S.A.V.—Box No. 9448 Furnishing World 180 Fleet Street E.C.4.

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LARGE OR SMALL chain of shops required suitable for the sale of furniture and radios, etc.; also interested in single units, situated in main thoroughfares in busy industrial districts or towns throughout the country; would consider long leases or purchase of property.—Details to Box No. 9108 Furnishing World 180 Fleet St. E.C.4.

BUSINESSES WANTED

WANTED. LARGE OR SMALL FURNITURE BUSINESSES. H.P. or cash with existing staffs (if desired) in North Midlands, Lancs, Yorks and North-East Coast. All correspondence treated as strictly confidential.—Managing Director, Ridings Stores, Ltd., 5-11 Richmond Grove East, Longsight, Manchester, 12.

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ONE-MAN BUSINESS wants to buy surplus stocks for cash. Bedroom suites and dining-room suites, coffee tables, television tables. For Spot Cash. Will call immediately. 'Phone WAT. 6177. Established over 60 years.

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STAIR PADS (36 in.) 34½ dozen, bound, £10 the lot, 6s. a dozen, or offers.—Blades, 68 Leeds Road, Nelson, Lancs.

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